

THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

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ANNUAL CONVENTION

The Official Programme of the Buffalo Meeting (October 9, 10, 11 and 12) Is Announced—An Interesting and Profitable Time Assured.

INTEREST in the forthcoming annual convention of the National Association of Stationers and Manufacturers to be held at Buffalo, N. Y., October 9, 10, 11 and 12 is now at its height. For that reason the announcement of the official calendar of business, printed below, comes at an opportune time when many stationers are considering the question of attending the meeting. The Calendar follows:

MONDAY, OCTOBER 9, 1911.

9 a. m.—Meeting of credentials and registration committee to receive credentials of delegates and members and for the registration of each person who attends the convention.

2 p. m.—Meeting of board of control.

8 p. m.—Surprise party and Gettogether-fest provided by Traveling Men's Night Committee; all members and guests are invited to be present—ladies included.

TUESDAY, OCTOBER 10, 1911.

8.30 a. m.—Meeting of credentials, and registration committee.

10 a. m.—First session of the National Convention will be called to order promptly. Invocation.

Address of Welcome.

President's Report.

Secretary's Report.

Treasurer's Report.

Auditor's Report.

Address by Mr. William F. Lucas, Jr., Baltimore, Md., subject: "Development of Salesmen and Keeping Them in Your Employment."

Address by Mr. Robert S. Denham, Cleveland, Ohio, subject: "Cost of Doing Business."

1 p. m.—Adjournment—Luncheon served at headquarters.

2 p. m.—Second session national convention.

Appointment of nominating committee. Reports of permanent committee and discussions.

5 p. m.—Adjournment.

WEDNESDAY, OCTOBER 11, 1911.

10 a. m.—Third session national convention.

Reports of permanent committees and discussions.

1 p. m.—Adjournment—Luncheon served at headquarters.

2 p. m.—Fourth session national convention.

Address by Mr. Chas. A. Lent, New York City, representing the dealers.

Address by Mr. R. P. Andrews, Washington, D. C., on behalf of the manufacturers.

Subject both addresses: "Uniform Selling Prices by Manufacturers."

Address by Mr. James L. Cowles, New York City, secretary and treasurer of the Postal Progress League.

Address by Mr. Charles W. Burrows, Cleveland, O.

Subject both addresses: "Parcels Post" (The former speaker in favor of establishing a parcels post, and the latter in opposition thereto.)

Report of convention committee on place and time for holding convention 1912.

Report committee on resolutions.

5 p. m.—Adjournment.

THURSDAY, OCTOBER 12, 1911.

10 a. m.—Fifth session national convention.

Report of committee on nominations.

Miscellaneous business.

1 p. m.—Adjournment—Luncheon served at headquarters.

2 p. m.—Sixth session national convention.

Election of officers and directors.

Adjournment.

Meeting of new board of control.

Some men are so lazy that they not only do not go to the door when opportunity knocks, but would not answer her if she rang them up on the telephone.

NOVELTY MEN MEET

The National Association of Advertising Novelty Manufacturers Held Their Eighth Semi-Annual Convention in New York Last Week.

THE eighth semi-annual convention of the National Association of Advertising Novelty Manufacturers was held at the Imperial Hotel, New York, on Tuesday, Wednesday and Thursday of last week. The gathering was the largest in the history of the organization and was, the members declared, the most instructive one yet held, the papers read being of an unusually high character and covering a wide range of topics.

The convention was called to order on Tuesday with President H. B. Hardenburg, president of the association, in the chair. After routine business was despatched, M. E. Ream, of Chicago, the second vice-president, addressed the meeting on "Publicity in the Past Six Months," "Future Policies and Recommendations." Following Mr. Ream's talk Henry S. Bunting, of Chicago, made a satisfactory answer to the following question: "How Can the Association Promote the Advertising Novelty Business?" "Creating a Central Credit Organization, Its Benefits and How Managed," was the subject of a paper by George L. Greenburg, Chicago.

At the afternoon session reports of the various committees were submitted and some unfinished business disposed of. At this session considerable attention was given to the sub-organizations and various plans discussed as to how these minor bodies and the National Association could be made more helpful to each other.

On Wednesday the papers read with the names of the authors were:

"The Best Method of Obtaining Salesmen and What Shall Be Required of Them," by Chas. Q. Petersen, of the Novelty Adv. Co., Chicago, Ill.

"Is it Profitable to Advance Money to Inexperienced Salesmen?" by H. H. Bigelow, Brown & Bigelow, St. Paul, Minn.

(Continued on page 4.)

RIDE WITH PHOEBE?

New York and Philadelphia Stationers Are Offered an Opportunity to Travel Together to Buffalo with Miss Snow.

The Transportation Committee of the Stationers' Association of New York has made tentative arrangements with the officials of the D., L. & W. Railroad for as many Pullman cars as may be needed to carry the members of the National Association from New York and Philadelphia to the Buffalo meeting. A circular letter outlining the plans has this week been sent out to the trade in both cities. Attached to the letter is a blank form for members to sign who wish to avail themselves of this excellent opportunity to travel together, and at small cost, to the annual convention. The plans of the transportation committee follow:

"THE STATIONERS' ASSOCIATION OF NEW YORK.

"Dear Sir:—The Seventh Annual Convention of the National Association of Stationers and Manufacturers will be held in Buffalo during the week beginning October 9 at the Hotel Statler. We were about to observe that it will be held anyway whether you go or not, but on further reflection we see that such is not quite the idea we want to impress—which is, that perhaps you have already realized that you can help to make it a success, but are reluctant to say so. Therefore, we provide a card for you to sign and mail, by which you can take us into your confidence on this subject.

"We propose a trip over the path which Phoebe Snow has beaten to such good effect these many years. On Sunday, October 8, leaving the Lackawanna Station in Hoboken at 10.15 a. m. in special Pullman cars, reaching Buffalo at 8 p. m., in time for enough sleep to please the most exacting.

"On Sunday, October 8, leaving Broad Street Station, Pennsylvania Railroad, at 7.48 a. m., connecting with 'Lackawanna Limited' at Stroudsburg. Pullman reservations may be made through the committee. Purchase your transportation ticket from Philadelphia to Buffalo and the committee will do the rest.

"Special table d'hote luncheon and dinner will be served en route.

"Our poet is busy on an effusion entitled 'The Early October Landscape from the Lackawanna Limited,' pending publication of which we offer the following pointed remarks, to wit:

"We will reserve anything, from one camp stool in the baggage car to an entire train, provided that you will communicate with us at once—in fact we'll do anything you like for you, except pay your bills, including the task of making up your mind, if your wife is away.

"You'll admit that this deserves a prompt reply at least.

"TRANSPORTATION COMMITTEE,
"H. W. Rogers, Chairman,
"37 Fulton street, New York City.

"P. S. Say anything you like so long as you say something.

"Baggage can be checked on ticket issued account of Stationers' Association of New York and will be honored at 23rd street, Christopher street and Barclay street ferries."

NOVELTY MEN MEET

(Continued from page 3.)

"The Advisability of Sending Samples to New Salesmen Prior to a Personal Interview with the Man," by H. E. Gorsuch, Winters Co., Springfield, Ohio.

"Which is Most Desirable—a Salary or Commission Basis in Employing Salesmen?" by Theo. R. Gerlach, Gerlach-Barklow Co., Joliet, Ill.

"The Advisability of Designating Dangerous Salesmen by a Sign or Character Affixed to Name Circulated," by Orva G. Williams, O. G. Williams Mfg. Co., Chicago, Ill.

"How Best to Secure Continuous Service from a Salesman," by F. D. Spotswood, Spotswood Specialty Co., Lexington, Ky.

"Ex-Salesman and His Samples" Geo. H. Blanchard, Blanchard Bros., Inc., Davenport, Ia.

"Collections," by W. F. Morang, Bay State Col. Co., Boston, Mass.

"The Placing of Collections with One Concern, Making Some Arrangement with the Agency in Question to List the Poor Accounts for Us, Notifying Each Member," by C. L. Cruver, Cruver Mfg. Co., Chicago, Ill, and W. Repke, Brolerick Co., St. Paul, Minn.

"The Adoption of Uniform Working Hours," by T. C. Southard, Southard Nov. Co., Columbus, O.

On the afternoon of Wednesday there were meetings of the sub-organizations.

On Wednesday the association held its regular banquet, the topics and speakers being as follows:

"The Continuity of Impressions in Advertising," by L. E. Pratt, of American Art Works. "Advertising from the Buyers' Point of View," by Wm. H. Ingersoll, President the Advertising Men's League of New York City.

On Thursday, the subject of "What Constitutes Profits? Methods of Computing Same," was presented by Clark T. Cooper, of the Bennett-Thomas Mfg. Co., Chicago, Ill.

"The Importance of Cost Accounting in the Advertising Business," was the subject treated by James Parrott, of the Matt Parrott & Sons Co., Waterloo, Ia.

"Recommendation on Cost Finding" was handled by Mr. Weil, of the Keller-Crescent Co., Princeton, Ind.

"The Value of Proper Distribution of Advertising Specialties" was the subject of a paper read by H. H. Longfellow, of the Walker-Longfellow Co., Boston, Mass.

At the afternoon session, on Thursday, a few additional topics for discussion were listed for consideration as follows:

"List of Goods Actually Manufactured by Members, on File with the Secretary."

"Is it Advisable to Obtain and Have on File with Secretary a List of Attorneys, Recommended by a Member in Any Town or City?"

"Eligibility of Membership."

"Does a Bond Protect an Employer?"

"Suggestions Improving the Present Methods of Recording Salesmen by the Secretary."

"Prices."

"Slogan and its Use."

"Blanks to Be Printed and Forwarded by the Secretary, on Which Members Can Give Information When Reporting ex-Salesmen, to Be Filed in Secretary's office for Future Reference."

"Recommendations."

On Thursday afternoon the convention adjourned.

The Folly of Working for Nothing

A good many dealers who are reckless in the matter of cutting prices, often seek to justify their recklessness by saying:

"Well, as long as I am exchanging an old dollar for a new one, I am not losing anything, anyway."

Of course, they entirely overlook the fact that they lose the time and energy involved in exchanging the old dollar for the new one, and further well established principle that the business that is not going ahead is going behind.

As long as a business is conducted in such reckless fashion, it is only a matter of time when it will be impossible to continue exchanging an old dollar for a new one.

There are just two theories upon which a merchant is ever justified in selling goods at or below cost. One is where he is heavily overstocked and must turn his goods into money at any price; and the other is where, by making a leader of certain goods at a cut price he can attract a large number of customers to his store who will be led to buy freely of other goods upon which there is a good profit.

The stationer who sells his goods at prices which bring him no profit can plead neither of those reasons in justification. He is not overstocked because he keeps on month after month and year after year replenishing his stock.

The stationer who would accept a position behind another man's counter and work for nothing would be deemed little better than a lunatic.

Why should he work for nothing handling his own goods at cut prices that pay no profit, in his own store, on the absurd theory that as long as he is swapping an old dollar for a new one he is not losing money.

He is working for nothing.



Our papers are also supplied by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.



The *Dealer* as a middleman *needs* the co-operation of the manufacturer. *We* have always *needed* the dealer, hence have always protected him. Today more than ever we protect you against the inroads of the "direct to consumer" policy.

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STAPLE ENVELOPES OF EVERY DESCRIPTION

A. W. FABER

The Firm Is This Year 150 Years Old, and Is Celebrating the Occasion—The Story of Its Growth.

The lead pencil manufactory of A. W. Faber, at Stein, near Nuremberg, Germany, traces its origin back to a very modest beginning, and has during the 150 years of its existence developed to such an extent, that today it is not only the oldest, but also the largest lead pencil manufactory in the world.

STARTED BUSINESS IN 1761.

In the year 1761 Kaspar Faber, the founder of the firm of A. W. Faber, settled in the village of Stein, near Nuremberg, and began to manufacture lead pencils on a very small scale. After his death in the year 1784, his son, Anton Wilhelm Faber, whose initials are still embodied in the name of the firm, took over the management of the establishment. He was succeeded in 1810 by his son, Georg Leonhard Faber. In the year 1839 his son, Lothar Faber, undertook the management of the manufactory at the death of his father.

At that time the state of his father's factory was very unsatisfactory. Scarcely twenty hands were employed, and the yearly output amounted to only about 12,000 gulden or about \$5,000. Lead pencils were then only produced in comparatively few and cheap varieties, but the new head of the firm of A. W. Faber took it upon himself to introduce pencils of higher grades at suitable prices.

At the same time great improvements were made in the factory. New Buildings became necessary almost every year, and owing to the fact that the demand for lead pencils had been in-

creased, it was necessary to cater to the various tastes and customs of the different classes of consumers of lead pencils.

In the year 1849 the firm of A. W. Faber established an agency in New York. This agency, however, was discontinued in the year 1894, and an independent branch house was established at 78 Reade street, New York City, under the name of A. W. Faber. A branch house similar to that in the American commercial metropolis was also established at 55 Boulevard de Strasbourg, Paris, France. In a similar way, and in order to supply the requirements of the United Kingdom, as well as the British colonies, a branch house was established at 149 Queen Victoria street, London.

GETS PRODUCT OF NEW GRAPHITE MINE.

At this period the unexpected news was received that a Russian trader, Johann Peter Alibert, who had undertaken an exploring expedition into the mountainous regions of East Siberia, had discovered a new graphite mine. The firm of A. W. Faber, being fully convinced that the newly discovered graphite was superior to any other graphite heretofore used in the manufacture of lead pencils, accepted Alibert's proposal, and in the year 1856 an agreement was entered into between Alibert and Faber's factory, whereby all graphite coming from the Siberian mine should in future be supplied to A. W. Faber alone for the manufacture of lead pencils. This new material was artificially prepared in such a way that a high degree of uniformity, purity and varying density was obtained, such as had never before been known in lead pencils.

COUNT CASTELL BECOMES A PARTNER.

Lothar von Faber died at the ripe age of 79 years on July 26, 1896, after he had lost his only son and heir, Wilhelm

von Faber, in the year 1893. His widow, Otilie von Faber, continued the business and took as a partner, in the year 1900, Count Alexander von Faber-Castell, who married in the year 1898 Otilie von Faber, the daughter of Wilhelm von Faber, and the granddaughter of Lothar von Faber. After the death of Lothar von Faber's widow, Count and Countess Alexander von Faber-Castell became sole proprietors of the firm.

Besides the lead pencil factory in Stein, the firm of A. W. Faber also owns a factory in Geroldsgruen, Bavaria, where rulers and calculating rules are made; a factory in Noisy-le-Sec, France, for making ink and artists' colors and a rubber factory in Newark, N. J.

For the convenience of the New York trade, and in order to enable out-of-town visitors to look over the entire line of goods manufactured by this firm, a stock and salesroom was opened in the Germania Life Insurance bldg., corner 17th st. and 4th ave., New York.

In order to meet the enormous demand for A. W. Faber goods, it has been necessary to enlarge the manufacturing plant in Germany, and three new factory buildings have just been opened with appropriate ceremonies.

THE JUBILEE PENCIL.

To commemorate the 150th anniversary of its existence the firm of A. W. Faber has placed on the market high-grade "Jubilee" lead and copying pencils, samples of which may be obtained upon application to the Newark, N. J., or the New York office, situated at 50 Union square.

Special attention is also called to the celebrated "Castell" pencils made by this firm, which are the most perfect writing and drawing pencils which can be produced.

A VAST DIFFERENCE

exists between a big stock and a salable stock. In making up the Whiting Line of Correspondence Papers and Papeteries we are careful to avoid being deluded by passing fads which are in violent contradiction to the dictates of good taste. Every production must maintain the prestige of our goods and speak for our experience and good judgment. The trade has learned to appreciate this fact and dealers who sell Whiting Papers realize the full meaning of the phrase,

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Prompt and efficient service.

If it's "Stationery," we have it.



You Cannot Sell What You Haven't in Stock

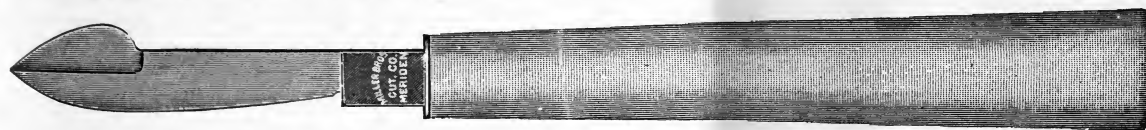
If you are not carrying a sample line of our

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it's up to you to put in a supply. Used everywhere for every purpose, the demand is constantly increasing. Our prompt service—uniform quality goods—Square Deal Policy—make our lines most desirable. FIFTY-FIVE YEARS AT IT—is one reason why you should send your orders to us.

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 different shapes
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For sale by all leading Jobbers and Commercial Stationers

**RUBY
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TRADE MARK RULES

A Number of Amendments Are to Go Into Effect on November 1—Applications Similar to Patent Applications.

Acting Secretary of the Interior, Samuel Adams recently approved the recommendation of the Commissioner of Patents that certain amendments to the Trade-Mark Rules be adopted to take effect November 1, 1911.

The amendments are as follows:

To be inserted immediately following Rule 45:

45a. If an applicant fail to prosecute his application within one year prior to November 1, 1911, or for one year after the date when the last official notice of any action by the office was mailed to him, the application will be held to be abandoned as set forth in Rule 57a.

45b. Whenever action upon an application is suspended upon request of an applicant and whenever an applicant has been called upon to put his application in condition for interference, the period of one year running against such application shall be considered as beginning at the date of the last official action preceding such actions.

45c. Acknowledgment of the filing of an application is an official action. Suspensions will only be granted for good and sufficient cause and for a reasonable time specified.

45d. Only one suspension must be approved by the Examiner of Trade-marks. Any further suspension must be approved by the Commissioner.

The first paragraph of Rule 56 is cancelled. This paragraph now reads as follows:

56. Every applicant whose mark has been twice refused registration by the Examiner of Trade-marks for the same reasons upon grounds involving the merits of the application, may appeal to the Commissioner in person upon payment of the fee required by law. Such refusal may be considered by the Examiner of Trade-marks as final.

There must have been two refusals to register the mark as originally filed, or, if amended in matter of substance, the amended mark, and, except in cases of division, all preliminary and intermediate questions relating to matters not affecting the merits of the application must have been settled before the case can be appealed to the Commissioner.

The remaining paragraph of Rule 56 stands unchanged.

HOW APPEALS ARE TAKEN.

Following Rule 57, which relates to the taking of appeals in trade-mark cases to the Court of Appeals of the District of Columbia, there is inserted the following:

57a. An abandoned trade-mark application is one which has not been prosecuted within one year prior to November 1, 1911, or completed and prepared for examination within one year after the filing of the petition, or which the applicant has failed to prosecute within one year after any action therein of which notice has been duly given, or which the applicant has expressly abandoned by filing in the office a written declaration of abandonment, signed by himself and assignee, if any, identifying his application by serial number and date of filing.

57b. Prosecution of an application to save it from abandonment must include such proper

action as the condition of the case may require. The admission of an amendment not responsive to the last official action, or refusal to admit the same, and any proceedings relative thereto, shall not operate to save the application from abandonment.

57c. Before an application abandoned by failure to complete or prosecute can be revived as a pending application it must be shown to the satisfaction of the Commissioner that the delay in the prosecution of the same was unavoidable.

57d. When a new application is filed in place of an abandoned or rejected application, a new petition, statement, declaration, drawing and fee will be required.

The foregoing amendments to the rules of the Patent Office relating to the registration of trade-marks, for the most part, are a paraphrase of similar rules that have long been adopted and used in connection with the prosecution of applications for patents. Thus, 47a corresponds with Rule 77 of the Rules of Practice; 56 corresponds with Rules 133-134; 57a corresponds with Rule 171; 57b with Rule 171; 57c with Rule 172, and 57d with Rule 173, etc.

WHEN AN APPLICATION IS ABANDONED.

At the present time the practice in the Division of Trade-marks is and has been not to consider an application abandoned by reason of the failure of an applicant to prosecute it within a specified time. There is every reason why this practice should not continue. Under the present practice, the first application filed under the Act of February 20, 1905, which was acted upon soon after, must be taken up for action whenever the applicant desires, even if no action has been taken by applicant in the intervening time. As the result of this procedure and the accumulation of a large number of cases, the Trade-mark Division is seriously handicapped in the prosecution of its necessary business. It is estimated that there are now on file about sixteen thousand cases not "awaiting action" by the Office, and that three-fourths of these cases filed prior to January 1, 1909, have not been acted upon within one year.

Under the rules as amended to take effect November 1, 1911, it is believed that the present difficulties involved in making an issue search would be materially lessened. This search is made once a week by each of the seven assistant examiners, and necessitates examining every one of the sixteen thousand drawings. This has become a severe burden and was rapidly becoming more so. It is estimated that at the end of ten years there will probably be twenty thousand more drawings which, added to those that are already filed, would make thirty-six thousand drawings. To search these once a week is an appalling task. When it is also considered that the search of the examiners is increasing in length each year, due to the increase in the number of registrations granted, it is easy to see that the system in vogue could not indefinitely continue. It was desired,

therefore, to confine, so far as possible, the energies of the examiners to the search proper rather than expending them uselessly in searching each week a large number of practically dead applications. This saving in time and labor on the part of the examiners will greatly facilitate better and more expeditious examinations.

WHAT THE AMENDMENT AIMS AT.

The rules as amended seek to accomplish only, in connection with trade-mark applications what is now accomplished in connection with applications for patents by similar rules. The language of the rules follow somewhat closely the corresponding rules, so far as the language employed in connection with applications for patents is deemed applicable to applications for the registration of trade-marks. Moreover these rules are regarded as being in every way consistent with the statutes.

Take a Personal Inventory

It is not a bad thing to occasionally get outside ourselves, and from the viewpoint of some one else take stock of what manner of men we are.

To do so would probably give some of us a rude awakening. But probably that is what is much needed. At any rate, it would do the best of us, as well as the worst of us, a great deal of good.

A merchant might, for example, take a stroll past his own store, keeping his eyes open for any defects he may be able to discover in its general appearance, and in the way his windows are dressed.

Then he might turn about and walk into his store, still imagining himself a customer. Let him still keep his eyes open. See if the surroundings are attractive, the stock well arranged, the clerks neat and tidy, and the general air of the place inviting.

This done, it might not be a bad idea to carry the investigation into the ways and means of doing business and see, as an outsider, whether they cannot be brightened and burnished up a little.

Now is the time to try the experiment.

E. Myerson, who was for many years connected with the offices of the official stenographers of the New York City Supreme Court, has started in the carbon paper and typewriter ribbon business at 150 Nassau street, New York City. Mr. Myerson being an expert typewriter operator himself knows the qualities and makes of ribbons and carbon papers from long actual experience. Believing in "quality" he is handling only the best that the market can produce. Some of these lines he handles exclusively. Many large consumers are already on Mr. Myerson's books as his steady customers. His 'phone number is Beekman 4565.

FANCY GOODS

Selected lines of Fancy Goods specially adapted to the Stationery trade

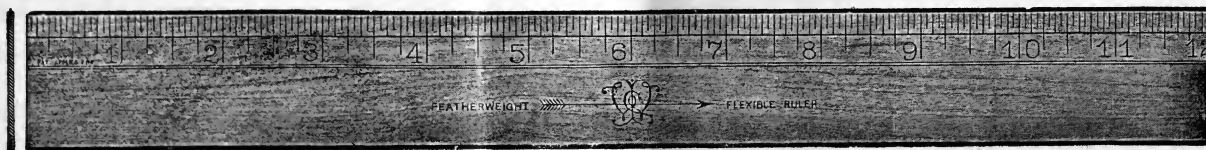


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Entirely New—Flexible Ruler, Check Cutter, Book Mark and Leaf Cutter. Made of carefully selected Hard Maple and White and Black "Flexite," a material more flexible than rubber. The Wholesale Trade handling these goods will be supplied with special imprint circulars descriptive of same.

WE SELL TO THE JOBBER ONLY. WRITE FOR CIRCULAR AND PRICES.

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OUR LINE OF SCHOOL AND OFFICE RULERS IS COMPLETE. HAVE YOU OUR ILLUSTRATED CATALOGUE? IT IS TO BE HAD FOR THE ASKING. W. S. TUTTLE, GEN'L SALESMAN.

"IN UNION THERE IS STRENGTH"

THE "SWAN SAFETY" FOUNT PEN

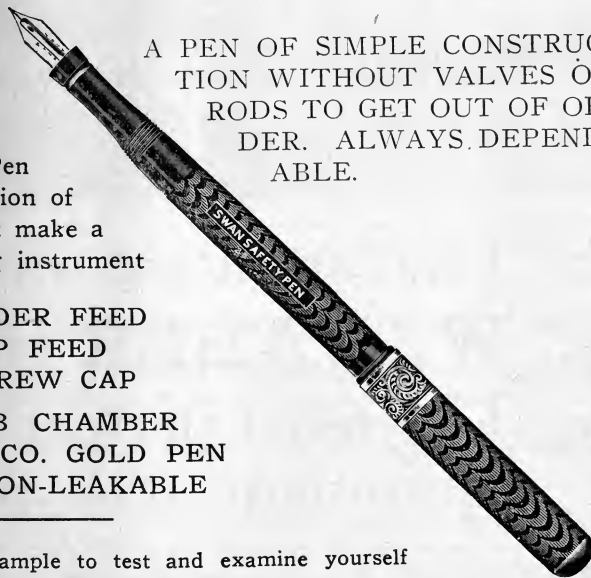
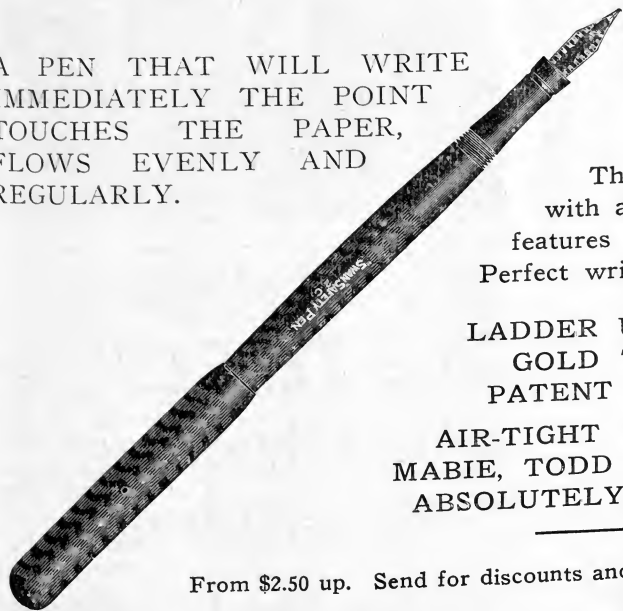
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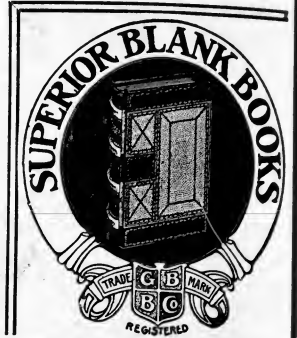
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Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. WE GUARANTEE EVERY PEN.

D. W. BEAUMEL & CO., Office and Factory, 35 Ann Street, New York




COLLINS EUREKA INK ERADICATOR

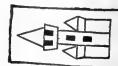

REMOVES INK FROM PAPER AND CLOTHING

Made in two sizes to retail for 25¢ & 35¢

AT ALL JOBBERS

The Collins Ink Eradicator Co. HOBOKEN, N.J.



The standard of pencil excellence
A. W. FABER  **"CASTELL"** 
 The most perfect writing and drawing
 equipment it is possible to produce.
 Oldest and Largest Lead Pencil Factory—Established 1761
A. W. FABER, Newark, N. J.

TRADE ITEMS

The general report this week is that trade conditions are fairly active for the season. No doubt this holds good for the retailers and to some extent for the jobbers, but up to date the manufacturers have not felt the impetus of the revival. The present situation according to Dun's Review, is as follows: "The trade situation maintains in general the conservative improvement recently noted. The gain in the volume of bank clearings is one of the best evidences of this improvement; this week the gain amounts outside of New York to 10.1 per cent. over 1910, while in New York there is a gain of 19.2 over last year. Railroad earnings in the first week of September showed a gain of 3.9 per cent. over 1909, but a loss of 1.1 per cent. compared with 1910. On the whole, the most favorable report comes from the dry goods trade, in which a wider and increased demand appears, although there is no speculative buying, purchases being limited to the satisfaction of current needs. More interest is manifested in the retail trade. The wool market is fairly active. The feeling as regards American crops, and especially cotton, is more hopeful, and agricultural returns, expressed in values, promise well. Commodity prices generally range high. Business in groceries and provisions has improved. Mercantile and banking conditions are both sound. All over the country there is diminished speculation in land, and more economy, corporate and personal, is practised. More attention than ever is being paid to opening foreign markets for manufactured products. Foreign commerce at New York during the latest week was of reduced volume, but the reduction was entirely in imports, which amounted to \$13,704,992, against \$18,258,288 last year, while exports were \$13,509,904, a gain of \$677,338 over 1910."

The address of Cochrane's book store, which was incorrectly stated recently to be at Jacksonville, Fla., is at Palatka, that State. The concern wholesales stationery, fishing tackle, pipes, blank books, post cards and notions.

Scranton, Wetmore & Co., of Rochester, N. Y., extend a cordial invitation to their brother stationers who are to be in attendance at the Buffalo convention to drop off at Rochester and favor them with a call. They will receive a hearty welcome and incidentally see one of the finest cities in the land.

That stationers who do avail themselves of the invitation of Scranton, Wetmore & Co. may get an idea of what they will see in the concern's store the following brief enumeration of its departments, clipped from a Rochester local view post card is here reprinted. It reads: "A visit to our store is worth while—one of Rochester's show places. You are welcome to browse in our book department, one of the largest in the country. Look leisurely at the pictures—we carry a very complete stock, both framed and unframed. Visit our All-the-Year-Round Doll and Toyland. You will be interested in our Athletic Department. In our commercial stationery store every need of the business office is supplied. In the next aisle is our new office and library furniture showroom, very complete and extremely interesting. In the west aisle is the largest educational and school supply store in this part of the State. Near the State street entrance are two of our most interesting departments—fine stationery and engraving, art brass and leather goods. You are always welcome."

On Monday of this week the New York Times issued a special edition commemorative of its sixtieth anniversary. The edition carried a large number of the advertisements of concerns that have been in business sixty years or more. The "ad." of the

concerns in the stationery, publishing and allied lines that have been in business for that length of time are: Mabie, Todd & Co., Peter F. Pia, Inc., Perote toys and novelties; Houghton Mifflin Company, G. P. Putnam's Sons, The Baker & Taylor Company, Macmillan, Dodd, Mead & Company, Kiggins & Tooker Company, Charles Scribner's Sons, Cassell & Company, Ltd., Harper & Brothers, Langmans, Green & Company, American Tract Society, The American Bible Society, Dennison Manufacturing Company, E. B. Estes & Sons, The Berlin & Jones Envelope Company, and F. W. Devoe & C. J. Reynolds Company.

The New York Times, issue September 18, sixtieth anniversary. Concerns whose advertisements appear in it and who have been in business sixty years or more, stationery and allied trades.

In a number of London (Eng.) daily newspapers, just received in New York, there is a large and very striking "ad." of the "Aviator" lead pencil, the new product of L. & C. Hardmuth. This very extensive advertising speaks volumes for the enterprise of the Hardmuths. The "ad." is very effective, the word "Aviator" catching the eye of the reader because of its timeliness. It is evident that the Hardmuth products have a wide distribution, else such wide publicity in the daily papers would be out of the question on the score of cost.

As showing the extensive advertising that Mabie, Todd & Co., makers of the Swan fountain pen, are now doing the following list of magazines in which the concern's advertisement appears is given below. Besides this means of publicity the Swan fountain pens occupy space in the prominent newspapers in the leading cities. The magazines represented are: Saturday Evening Post, Colliers, Hamptons, World Work, Everybody's, Century, Harpers, Scribners, McClures, Woman's Home Companion, Good Housekeeping, Review of Reviews, Liter-

When You Want to Give Your Customers the Best GIVE THEM HURD'S

Hurd's Suede Finish wedding invitations and wedding cards match perfectly, print beautifully from plate, and look their superior quality. They are perfectly manufactured in correct and fashionable sizes.

Hurd's Extra Superfine visiting cards are clean and clear, and the plate printing surface is superb.

Suede Finish weddings and Extra Superfine cards in the new and popular Steel White color leave little to be desired, even to the most particular customer.

Such goods as these will help you in all your lines. They represent the highest development in the art of paper making, and the nearest approach to perfection in manufacture.

We also have other grades of wedding papers and visiting card stocks, lower in price. Our lines are so ranged that every dealer can figure on all classes of work.



GEORGE B. HURD & CO.
Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

**WE MAKE THE
BEST THAT CAN BE
MADE AND SELL
TO DEALERS ONLY**

ary Digest, Munseys, Cosmopolitan, Outlook, Life, Association Sunday Magazines, Trained Nurse and the Scientific American.

Frank Smith and Charles J. Leary, both of Rumford, Me., will on October 16 take over the periodical and cigar store which was conducted for many years by George M. Locke.

Blumberg's law blanks for Greater New York is one of the standard products of many of the stationery houses of the Metropolis. These blanks, which can only be obtained through the retailers, are in great demand by lawyers, real estate dealers and others. New York City stationers who do not carry a line of these blanks should write Mr. Blumberg at 262 Grand street, that city. As he makes a specialty of law blanks Mr. Blumberg can afford to sell at attractive prices. He sells the trade on the most advantageous terms and conditions.

The Major Fountain Pen Company, of Toledo, O., was incorporated last week, capitalized at \$50,000.

Benjamin N. Bagg, who for many years has kept a stationery store at 33 Elm street, Springfield, Mass., and who has been in charge of postoffice sub-station No. 14, in that city, has announced his intention of leaving Springfield, which for many years has been his home. He has desired to get into the Western part of the country for some time and now will carry out his plans, and will remove to Eureka, Cal., in the near

future. Mr. Bagg has sold his business to Orville I. Leeman, who will take immediate possession. Mr. Leeman assumes with the store the responsibilities incurred by the sub-station.

Arthur Engel, 15 years old, of 60 Pitt street, New York, styled by the police "The Fountain Pen Fagin," was arraigned before Justice Hoyt in the Children's Court, that city, last week, charged with having hired boys of about his age to steal fountain pens, which he would later pawn or sell. He was remanded to the care of the Children's Society on a technical charge of juvenile delinquency until September 9. According to Detective Wittenberg, who arrested Engel, the boy's plan was to station other boys along the streets in the vicinity of Rivington and Pitt streets, New York, where songs are sold by men who sing the songs and sell the sheet music. The singing gathers a crowd and the boys edge up to a man, and while one gives him a jab in the ribs another steals his fountain pen.

In answering the complaint in the Government's dissolution suit against the Periodical Clearing House, known as the Magazine Trust, in the United States Circuit Court, Harper & Brothers, of New York, denied last Friday that they were engaged in an unlawful combination or conspiracy to restrain interstate or foreign trade in magazines or other publications, or had done any wrongful acts at any time.

The Clearing House also filed an answer, asserting that the contracts had been in pursuance of the publishers' statutory rights as owners of copyrights, and in pursuance of their legal rights.

Seaman Miller, special master in the case of Isaac Gattegno, doing business as I. Gattegno & Co., importer of post cards, at 115 Worth street, New York, has recommended that the petition in bankruptcy filed against the company on August 26 be dismissed, because the petitioners failed to show that three creditors had owing to them in the aggregate over \$500, and also failed to show any act of bankruptcy.

The "M. & H." Stationery Company, of Brooklyn, N. Y., was incorporated last week, capitalized at \$50,000 to manufacture and deal in stationery. The incorporators are: G. H. Southes, E. H. Blankhorn and C. R. Beck.

Notice has been filed that the name of the Iliff Stationery Company, of Indianapolis, Ind., has been changed to that of The Kautz Stationery Company.

Lohr's Variety Store, of 331 East Main street, Galesburg, Ill., was formally opened last week. Mr. Lohr, the proprietor, comes from Plano where he has been in the mercantile business for the past fifteen or twenty years and his success in the past should assure the future of his Galesburg store.

Autumn Novelties

Crane's Greylawn

Crane's Linen Lawn

In boxes with autumn designs and colorings, especially appropriate for fall trade and Hallow E'en Gifts.

This beautiful paper is now being shown in all the fashionable shapes, with the latest Paris Envelope styles, and in all the charming combination of Gold Beveled Edges and Colored Borders.

A fine companion paper to Crane's Papier Lique.

Initial Stationery

A collection of artistically engraved initials stamped in the latest fashionable tints, beautifully boxed.



Eaton, Crane & Pike Company
PITTSFIELD, MASS.

New York Office, Brunswick Building, 225 Fifth Ave.



PERSONALS

H. F. Homer, of the C. Howard Hunt Pen Company, Camden, N. J., is back from the road and has been spending the week in New York City.

John T. Gilmartin, representing the H. S. Crocker Company, paper and stationery dealer, at San Francisco, Cal., was seen in New York a few days ago.

W. Angus Stewart, Australian representative of L. & C. Hardtmuth, was in New York last week. He left last Monday night for Montreal on his trip around the world.

Emil Berolzheimer, president of the Eagle Pencil Company, of New York, has been elected a director of the Metropolitan Bank of this city, to succeed the late John B. McDonald.

W. H. Jenkins, R. H. Finley and T. F. McCrum, traveling representatives of A. L. Salomon & Company, 345 Broadway, New York, left New York last Sunday night for their respective territories. They all carry samples of an exceptionally fine holiday line.

William Karpen is now with the Hawkes-Jackson Company, maker of the Solidhed thumb tacks, 38 Murray street, New York City. His territory includes New York City and adjacent towns and while Solidheds are known to practically every dealer, Mr. Karpen is meeting with quite some success with the line.

W. F. Laskowski, Jr., the ribbon and carbon representative of The Carter Ink Company in the New York, Pennsylvania and Eastern territory, has been missed from his route for some little time past on account of illness. A general nervous breakdown called for a complete rest. This was taken, and Mr. Laskowski returned to the field again on the 18th of September. He has been greatly benefited by his rest

and with his tireless energy will again appear among his friends.

Richard B. Carter, president of The Carter Ink Company, returned from his two-months' trip abroad on the 14th of September. He reports a most pleasant and successful trip from start to finish. It was a happy combination of business and pleasure, and included part of the itinerary of the Boston Chamber of Commerce party, with which he visited a number of Continental cities. After stopping at Paris with members of his family, he met the company's various foreign agents in London, Brussels, Moscow and Hanover. The flourishing condition of all these houses was a source of great gratification to Mr. Carter, and with a stimulus of a visit of this sort, even better reports can be looked for another year. Mr. Carter returned to his desk the picture of health.

NEW PATENTS

Messrs. Davis & Davis, Washington patent attorneys, report the grant, this week, of the following patents:

1,002,237—Filing System. E. A. Dunn, Newton, Mass.

1,002,288—Manifolding Sales Book. H. Loebl, New York, N. Y.

1,002,291—Temporary Binder or Loose-sheet Holder. H. D. Manning, Newcastle, Ind.

1,002,485—Account File. W. Barr, Jr., Hamilton, Ontario, Canada.

1,002,497—Fountain Pen. J. W. Carlin, Sandusky, Ohio.

1,002,523—Finger Blotter. A. R. King, Lindsborg, Kan.

1,002,630—Combined Pencil Protector and Paper Cutter. A. Bippart, Newark, N. J.

1,002,749—Drawing Implement. G. J. Petersen, Chicago, Ill.

No. 1,003,824.—Loose-Leaf Binder. G. W. Thomas, Red Oak, Iowa.

No. 1,003,470.—Letter and Like File. A. D. Klaber, London, England.

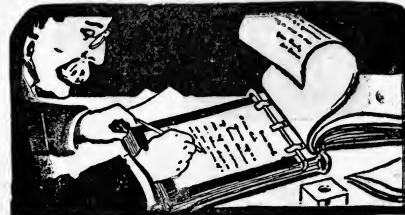
No. 1,003,437.—Fountain pen or the like. R. E. Decker, Cassopolis, Mich.

DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET NEW YORK



PEN CARBON BILL BOOKS

No Press No Water No Brush
Any Ink Any Pen Any Paper

Many of your customers would find

THIS BILL BOOK A REAL TIME SAVER, TROUBLE SAVER AND MONEY SAVER

One writing for bill and copy in bound book a real record. Write us today for price list and circular matters.

DITMARS-KENDIG CO.

278 Douglas Street, Brooklyn, N. Y.

TYPEWRITER CARBONS & RIBBONS



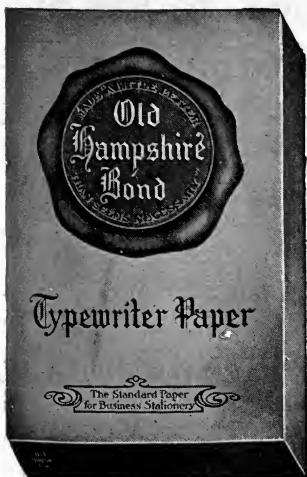
PERFECT SATISFACTION GUARANTEED

A trial order will explain why.

INTERNATIONAL CARBON PAPER CO.,
206 BROADWAY, N. Y.

AGENCIES: PHILA., KANSAS CITY, MO., LOS ANGELES, CAL., SEATTLE, WASH
INT. CARBON PAPER CO. 22 Ulmce St., CHICAGO

INCREASE YOUR PAPER SALES



You can sell more Old Hampshire Bond Typewriter Papers and Manuscript Covers than the ordinary kind, because your customers will come back for more, and we will send new trade thru our advertising.

The Old Hampshire line provides highest quality of stock, national reputation and exceptionally attractive boxes. Can you think of three more important factors in influencing the consumer?

Write for sample book.

HAMPSHIRE PAPER COMPANY
SOUTH HADLEY FALLS, MASSACHUSETTS

Novelties for the Trade

TIP TOP PASTE

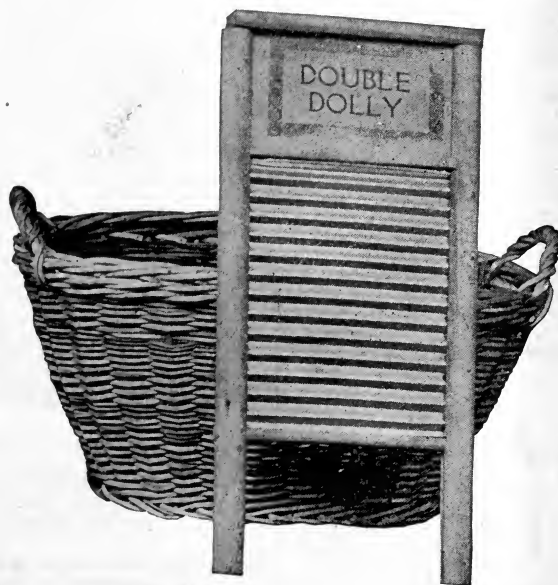
Tip Top paste, manufactured by the Thaddeus Davids Company, 95-97 Van



Dam street, New York City, is now being put up in 4, 6 and 16 ounce jars, the list prices being \$3.00, \$4.25 and \$9.00 per dozen, respectively, with a liberal discount to the trade. The jars come with copper top, water well, and make a most attractive article. The trade is invited to correspond with the company for further particulars.

WASHING SET

A very substantial washing set for children is that now being shown by the New York News Company, of 15 Warren street, New York. Unlike the usual run of playthings of this character this set is made to do real service, being extra strong in every part. The set consists of a wash tub 9 inches in diameter, a wringer with rubber rolls, a miniature washboard, size 5¾ x 12 and a rattan clothes basket, 5 inches high and 11 inches long. This set should be a good seller as there is real substantial value to it. In other words it makes a pleasing and serviceable gift. The price to the trade is \$9 per dozen.



MECHANICAL DANCER

A mechanical toy that combines grotesqueness of appearance with an oddness of movement is that listed as No. 110 (or Lolo) in the new catalogue of the New York News Company, of 15 Warren street, New York. This is a dancing toy which has the peculiarity of reversing the direction of its motion. This action makes it one of the funniest little toys on the market. It stands 6¼ inches high and looks even more grotesque than the illustration shown herewith. It has real hair, by the



way. When wound up it dances in the most life-like fashion. Lolo, the mechanical dancer, is listed at \$1.80 per dozen.

LIBRARY INKSTANDS

The Weekes-Numan Company, of 39 Park place, New York, has placed on the market an inkstand which it calls its dome



GETTING ON THE BAND WAGON

Simply means going with the man who can help us to win.

That explains why the trade have made us the largest manufacturers of Carbon Paper in the world—they found the Manifold Supplies goods help them to win and keep customers.

We wish to send you samples.

Manifold Supplies Co.

A. L. Foster, Pres. O. G. Ditmars, Vice-Pres.

188 Third Avenue

BROOKLYN, N. Y., U. S.



AT THE SIGN *of* GOOD MAPS

THE RAND-McNALLY

INDEXED POCKET MAPS

containing

OFFICIAL CENSUS RETURNS

showing

ALL STEAM AND ELECTRIC ROADS

ALL NEW POST OFFICES

ALL NEW BOUNDARY LINES

ALL NEW EXPRESS OFFICES

CONCISE — ACCURATE — RELIABLE

ORDER STOCK OF ALL THE STATES

Sold to Date ——— 867,500 COPIES ——— *1911 Edition*

IMPERIAL ATLAS OF THE WORLD

\$1.75

NOW READY



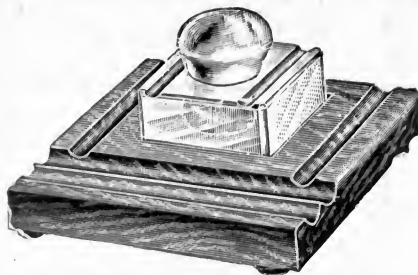
RAND-McNALLY & CO.

CHICAGO

NEW YORK



topped library inkstand. The general features of this stand are shown on this page.



The inkstands are made of the finest quality quartered oak bases that can be obtained. They have natural finishes with square edges and are made to match the very latest finish of office furniture. The bottles are made of imported cut glass, having bases 3 inches square and being 1½ inches high. These dimensions give the low

Each inkstand has a two-pen rack cut in the glass, which gives extra service over that on the wood base. These sets are made in oak, mahogany and come in one bottle, two bottle, two bottle and sponge cup, single and double desk.

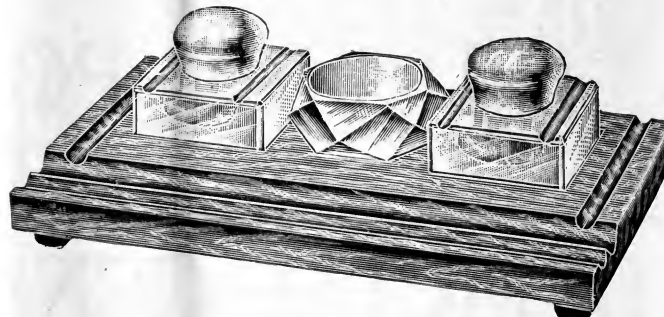
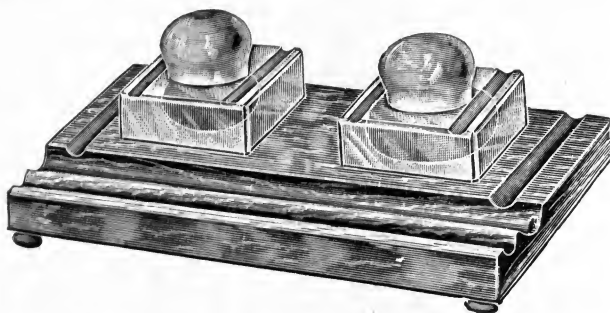
FOUNTAIN PEN OFFER

The fountain pen tray shown in the illustration herewith is one of the up-to-date means used by the Aikin-Lambert Company, 15 Maiden Lane, New York, to help the retailer sell his goods. These trays are made of finely quartered oak, have a glass front and are plush lined. They drop down at the back and are not removable. In order that each retailer may obtain one of these trays without extra cost the Aikin-Lambert Company has prepared a special

cards and other advertising matter. In its offer the company calls attention to the



fact that its forty-five years of experience and success enables it to offer the trade



squatty effect so much desired by the consumer. The cover is of dome effect and is made of the purest crystal glass obtainable.

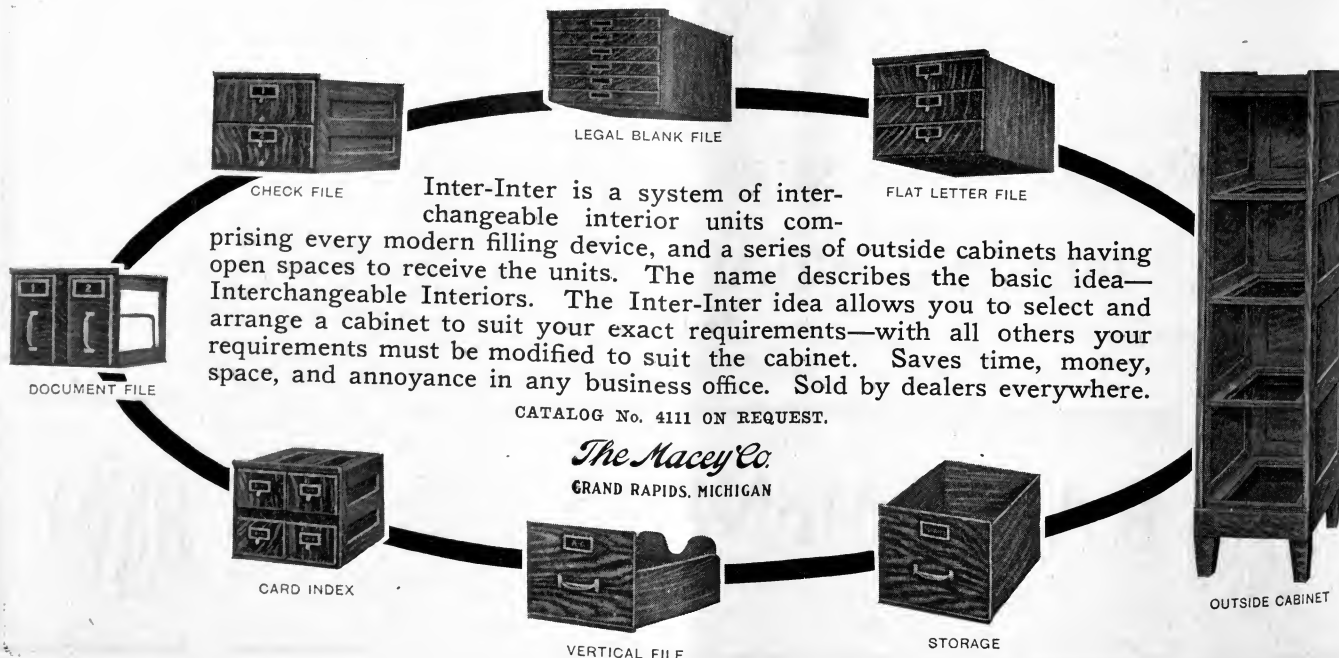
offer to the trade, which includes a one dozen assortment of fountain pens, together with one of these show cases, a few display

the best value in the market. This offer affords an unusual opportunity to stationers, which they should not let pass.



Inter-Inter Filing Cabinets

COMPRISE EVERY MODERN FILING DEVICE



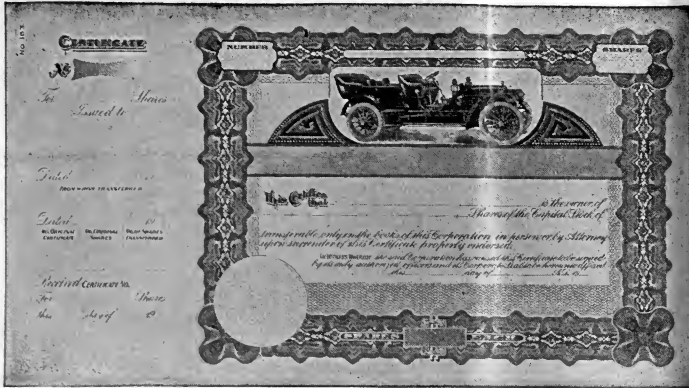
Every
Stationer and
Printer
should
have
them.

Established 1879

GOES

CHICAGO.

Originators
and
Producers of
The Blanks
of
Quality.



Reduced fac-simile of one of our 132 styles of Stock Certificates.

Lithographed Stock Certificates and Bond Blanks

The finest and most complete line on the market.

132 Styles of Stock Certificates, suitable for every industry and more to follow.

15 Styles of Bond Blanks for municipalities and corporations.

10 Styles Diploma Blanks for Colleges, High and Public Schools.

2 new Styles First Mortgage Real Estate Notes.

Let us figure on your next order for anything special in the line of Posters, Hangers, Show Cards, Labels, Color and Commercial Lithographing of any description.

We aim to serve the Stationer and Printer.

Send for samples and prices.

1912 Calendar Pads, 72 styles and sizes.

Original and artistic designs.

GOES LITHOGRAPHING CO. CHICAGO

WM. F. KROHMER, President

61st and Clark Sts. — WE LITHOGRAPH FOR THE TRADE — Address Dept. A. S.

St. Patrick's Day Novelties

Good old St. Patrick never dreamed that the Gibson Art Co., Cincinnati, would perpetuate his name and fame by a series of the most wonderful memorials.

IMPRESSIVE, ARTISTIC and REFINED

Gibson's St. Patrick Novelties are the very latest ideas, in commemorating the good Saint and the Day.

Let your trade realize that these goods are among the banner lines of Gibson's of Cincinnati.

Send in your orders now. Do not delay.

THE GIBSON ART CO., CINCINNATI

ESTABLISHED 1850

Note:—CINCINNATI. We have no New York Office

RUBY RUBBER BANDS

Have you seen the ruby rubber bands recently offered to the trade by Eberhard Faber? It is a long time since a real



novelty in rubber bands has appeared on the market, but these ruby bands, with their sparkling bright red color and usual elasticity, are an innovation that will prove of decided interest to every stationery dealer. They are a novelty only in that they are new. They have all of the merit possessed by the best staple goods, and it is the firm belief of the manufacturer that before long ruby bands will be as staple an article with the trade as grey bands are today.

The ruby bands are made in all of the popular sizes and are put up in large and small size boxes, besides being offered in a variety of special assortments. The latter have been designed for use in the home, for the office, and there are also special assortments for druggists and jewelers. It is conceded that a bright and attractive band of this kind will greatly improve the appearance of all small packages, besides saving the clerk's time in tying with cord.

These bands are not offered by the pound but are sold only by the dozen boxes. There is a liberal margin of profit for the dealer in handling and it is believed that by adopting the box method of marketing, that the prices will remain staple and will not be affected with every fluctuation in the cost of crude rubber, as goods sold by the pound have been in recent years.

Stationers are invited to write to Eberhard Faber for some of the interesting literature and more interesting samples which have been prepared for the trade.

Book Consumption in Mass.

The history of the publishing trade during the last ten years has shown clearly that, when it comes to solid reading, it is easier to sell ten volumes than one and thirty volumes than ten. It has been a period of "libraries," collections, series and monumental editions. The consumption of large encyclopædias and many-volume dictionaries has been enormous. The tendency to expansion has manifested itself even in special fields. When the book-agent of twenty years ago was content to sell a Business Man's Compendium and Guide in one fat book, there are now

cyclopædies of business in half a dozen volumes. There are cyclopædias for the teacher, the lawyer, the physician and the farmer. There is an elaborate cyclopædia for children exclusively. If we are sometimes tempted to believe that there are few people nowadays who care for a good book, we must take account of the fact that there are a great many people who will buy a hundred good books when these are brought together in uniform binding and under and attractive general title.

The anomaly is not a very puzzling one. Our growing appetite for literature in bulk has its reasons, and some of them are but remotely connected with literature. Books have always constituted a favorite article of furniture, whether decorative or useful. They are useful in the case of the young lawyer, the young physician, and the ambitious young minister, whom they simultaneously serve as tools and as a means for creating atmosphere in office or study. They are decorative in many a home where money has outdistanced culture. For the highly desirable purpose of filling shelf-space, it is axiomatic that where a modest Dickens in fifteen volumes would not do, a gorgeous Dickens in red and gold and fifty-five volumes will eminently do. This is not a vice peculiar to our own times. Since books were invented there have been people who have appreciated only the outside of books. And, after all, the tribute to the power of the printed word is not wholly unimpressive because a man feels bound to yield worship without having penetrated into the soul of the mystery. The nouveau riche who buys his books by the yard and the color may find no interest in them, but he rarely fails to respect them. To speak of books as furniture is only to say that they have entered into the business of our every-day life.—The N. Y. Evening Post.

GAMES FOR YOUNGSTERS

A nice practical game-book for the kiddies is the one Angela M. Keyes has compiled in "When Mother Lets Us Play" (Moffat, Yard & Co., 75 cents). There are games, charades, and plays, short and simple, in a form suitable for actual use by the children. There are directions for easily prepared costumes, which may be omitted if desired.

Suggestions are given for shadow plays, toy theatres, and traveling shows, as well as for outdoor games. Full page and text line drawings by Ada Budell illustrate them.

There are a number of good, old-time conundrums and riddles, but the grown-ups of today will take exception to the answer of one of them: "A riddle, a riddle, as I suppose; A hundred eyes and never a nose."

"A cinder" is given as the answer to that, but in the present-day grown-ups'

youthful days it was a potato.

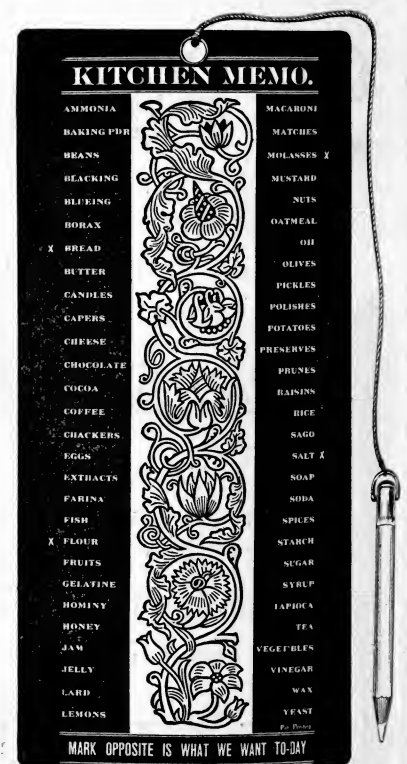
The book is a good one, and the kiddies will be sure to get great fun out of it.

TOYS FOR GROWNUPS

A London toy dealer testifies that he sells quantities of imitation fruits and pastries. The purchasers are not children, nor yet women, but men, who buy them with the amiable intention of playing tricks on their friends. Made of tough wadding, it is almost impossible to cut these inedibles, or to pierce them with a fork, and the feelings of a polite guest as he wrestles with one of them can easily be imagined. Another toy that the lords of creation buy is an imitation cockroach, with elastic legs which move very naturally. This they drop in the soup at the restaurant, afterward complaining angrily that they found it swimming there.

KITCHEN MEMO

A valuable little household accessory now being marketed by the American News Company, 9-15 Park place, New York, is known as the Kitchen Memo. This Memo comes in the shape of a piece of cardboard 5 inches wide by 10½ deep. On it is printed a list of about 60 of the most common articles used in the kitchen. It has a pencil with a white lead attached which is used for making a mark opposite the item the supply of which needs to be replenished. By the use of this Memo the memory is not taxed when the grocerymen



calls, the housewife simply turning to the Memo for the list of things she needs. After the goods are delivered and checked from the Memo the marks are erased, the space being left clean for new marks.



The Best of all Crayons

Globes, Erasers, Slated Cloth.

Hyloplate Blackboards

Portable, Reversible, Framed and Roll-Up.

Slated Cloth

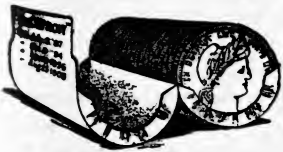
The Original Andrews Dustless Eraser.

WEBER COSTELLO CO.

Chicago Heights, Ill.

Successors to School Supply Department of A. H. Andrews & Co., Chicago
Manufacturers for the Trade Only

Mr. Stationery Dealer Don't Miss Your Share



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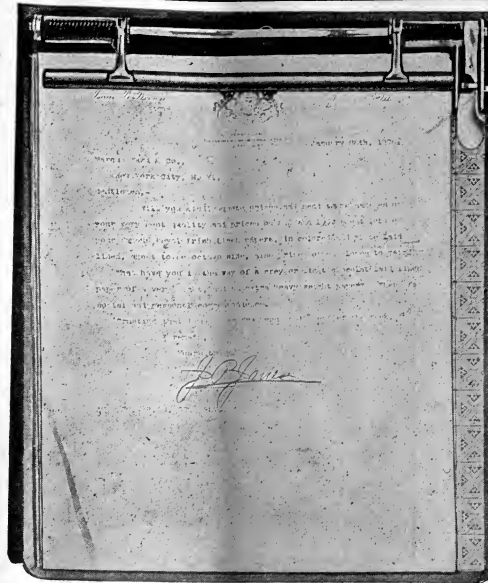
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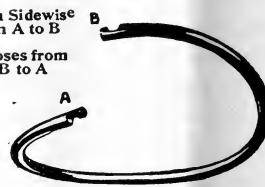
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It meets every requirement for the temporary binding of student's and stenographer's note books, and various loose leaves. Simple, strong and neat. Made in four sizes. No. 1, 1 1/4 inches diameter, light weight; No. 1, heavy weight, 1 1/4 inches; No. 2, 1 1/2 inches diameter, light weight; No. 2, 1 7/16 inches diameter, heavy-weight. Unjointed ring, 1 1/4 inches diameter.

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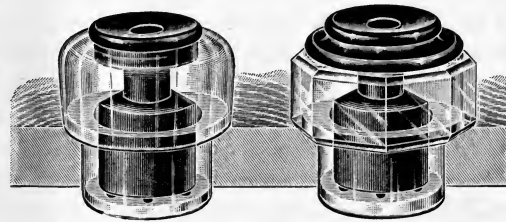
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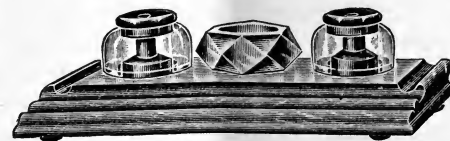
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THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY

BY THE

LOCKWOOD TRADE JOURNAL COMPANY

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THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

Kiger & Roby, Marietta, Ohio, in renewing their subscriptions write: "Here's our check for one more year. Can't do business without the 'Stationer.' Have found a single copy worth the price of a year's subscription many times. More power to ye."

THE CONVENTION

Now that the official programme of the Buffalo meeting is before them stationers can form some idea of what the National Convention is to be. After reading the calendar, printed on page 3, they will be in a better position to make up their minds about attending the meeting. In this connection, however, it should be stated that the programme gives but a mere outline of the good things that are in preparation for the attending stationers. There is, for instance, only a few bare lines referring to the very important subject of Committee Reports. These, as is well known, practically form the backbone of the annual gathering, still no hint of their contents can be given in advance. To listen to them and to hear the discussions which they elicit is alone worth the trip to Buffalo—a long jaunt on the cars being well repaid by the resultant benefit of being in close touch with one's brother stationers while trade history is "in the making."

Special attention is also directed to the

addresses to be made at the meeting as a few subjects of extremely live interest will be handled by able men. "The Development of Salesmen and Keeping Them in Your Employ" will be treated by William F. Lucas, Jr., of Baltimore, Md. As all stationers who have been in business for many years have suffered from the competition started by their former employees, Mr. Lucas is assured in advance of close attention in the hope that he may be able to solve the problem of how to keep one's good salesmen.

On a few important questions the minds of all stationers are today active and all are looking for further light to guide them in their decision. One of these is the subject of the "Cost of Doing Business." As this is the title of Robert S. Denham's address at the convention those who go to Buffalo will get, at first hand, the mature opinions of a man who has made a special study of the question. "Uniform Selling Prices" is the other subject that is at present near to the hearts of all men in the various lines of trade and particularly to those in the stationery business. Realizing its importance and that there is something to be said on both sides of the question the officials of the National Association have arranged to have Charles A. Lent, of New York, and R. P. Andrews, of Washington, D. C., present the views of the dealers and the manufacturers respectively. The public character of the agitation for a Parcels Post renders that too, of interest at this time. This subject is also down on the programme for discussion, both sides of the question to be argued for the benefit of the stationers.

Those who have not as yet made up their minds to attend the convention should not get the idea that the time of the delegates and members is to be wholly devoted to serious trade affairs. On the contrary there is an entertainment programme laid out for them which as the circus men say "is alone worth the price of admission." One of the headliners on the programme is the fun scheduled for Travelers' Night. As the stunts this year are in the nature of "eye-openers," the well-guarded secrets of the Green Room cannot be divulged. **THE STATIONER** is, however, in a position to assure the attending stationers that the night will be one long to be remembered—the Travelers' Committee having up its sleeve all the plans for a clean-cut, well-arranged evening of delightful fun.

ROUNDBABOUTS

BY THE TRADE LOUNGER.

W. H. Cox, of The Carter's Ink Company Chicago sales force, finds himself in rather a peculiar predicament because of the arrest of a noted gold brick and green goods operator named Potter, alias Post, who was arrested last week by United States secret service men. When Mr. and Mrs. Cox took their trip to Europe last summer they rented their flat furnished to Potter, who had every appearance of being a prosperous and successful business man, and who was not backward in paying his rent in advance for the period covered by the subletting. And by the way the newspaper accounts of the interior of the flat would lead the reader to believe it was "some flat," and it is. Now Mr. and Mrs. Cox are desirous of taking possession again, but are afraid to show up for fear that the detectives will think they are accomplices of the prisoner, and they hardly know what to do.

* * *

Every one in the trade here in the East knows John J. Young, that healthy specimen of paper clip fame. And if by chance there are any anywhere who have not met him personally all such know of his concern, the Niagara Clip Co. Well, John is one of those good-natured fellows who always appreciate a good joke, even if it is on himself, and we know he won't mind if we tell this one, which happened last week. John was in the store of the Tower Bros. Stationery Co., on 23rd street, New York, on the day in question, and as usual when he is not talking clips he is talking dog (mostly of the latter), because he is a lover of dogs and possesses some full blooded stock. It was while he was engaged in a little dog talk with Lew Tower—or by chance Lew may have told John how he would twist a dog's tail with his clothes pin if he possessed a dog—when John heard a supposed snarl and felt a grip at the calf of his leg that made him think that there was more than one bull dog in town, besides what he owns, for the grip and the snarl were unmistakable. It took some time for him to turn in his tracks, but all the while the snarls continued—likewise the talk. After some little effort on his part he managed to get turned around only to find that the "dog" was none other than Walter Tower, who performed the part so well that John still feels that he should take the cure for the rabies. At all events he says Walter has a grip that will equal the ordinary bull dog's, and has even hinted at arranging for a match between him and some of his blooded stock.

Catchy window cards cost but a very little exertion to prepare and frequently draw customers into your store who otherwise would have passed unnoticed.

FIRING A PARTNER

The Causes That Justify Such Action—
The Means Adopted, and How the Con-
tingency Should Be Provided for.

BY ELTON J. BUCKLEY.

Copyright, 1911.

A case with which I was recently connected inspires me to discuss one phase of partnership law which I think I have not as yet considered in this series of articles. I have discussed the formation of a partnership, the legal advantages and disadvantages of the partnership relations, and also its dissolution by ordinary methods.

The case I now refer to, however, involves the application of the law under which one member of a partnership can rid himself of another who by misconduct is endangering the welfare of the business.

The partnership in question consisted of two men, who had contributed an equal sum to the firm capital, and were supposed to contribute an equal amount of labor. One took care of the accounting and the books—was in fact the financial man—and the other handled the buying and selling.

ONE PARTNER AN INEBRIATE.

Each man was well adapted for his particular end, and the combination did good team work until the accountant began to drink heavily and neglected his part of the business. From a moderate drinker he soon became an inebriate, and took to staying away from his office for days at a time. The other man handled the double burden as best he could, but he wasn't qualified for it, and the business began to show unmistakable signs of suffering.

At this stage the steady member of the firm consulted counsel and was advised to make his partner an offer either to buy his interest or to sell his own. Both offers were made and rejected; in fact, the bibulous member refused to give the other any satisfaction whatever or any promise of improvement.

The credit of the business began to suffer, as it was the accountant who came most in contact with the men from whom the firm drew necessary supplies, and some of these had drifted away while others had threatened to.

It became evident that something must be done, and on behalf of the steady partner a phase of the law which is in force in practically all States—was invoked. This allows one member of a firm to apply to the court for a decree of dissolution of the partnership. A decree of dissolution is a forcible separation of a partnership by the court.

HOW PARTNERSHIP WAS OUSTED.

The result in the case under discussion was the filing of a bill in equity, reciting the misconduct of the unsteady partner,

and the fact that by reason of his habits the business was suffering. The partner attacked filed an answer, evidence was taken and the court held the charges to be proven and granted a decree of dissolution. A part of the decree was the fixing of the value of the defendant partner's share.

Any member of a partnership whose interests are being endangered by the misconduct of his fellow-member can bring such an action in every State, and if he can make out his case he will get his decree of dissolution or separation. It is practically an application for a business divorce, and the law is as particular that a sufficient cause be shown as that the cause for domestic divorce be sufficient.

The misconduct or dissension complained of must be something that really endangers the enterprise. Trifling or temporary disputes between partners are not a sufficient reason as the law holds them likely to occur in any partnership. Still, if the disputes are so serious and persistent as to make the successful continuance of the business impracticable, the courts will often grant dissolution.

Neither will slight negligence or misconduct by a partner be considered good ground. Nor will mere error in judgment be deemed sufficient. A member of a partnership brought suit for dissolution some time ago, against his partner who had repeatedly used bad judgment in buying. The court refused the decree on the ground that error in judgment was not sufficient, because it was comparatively easy to guard against it.

GROUNDS FOR DISSOLUTION.

There are many cases in the law reports which show that the courts consider sufficient cause for the forcible dissolution of a firm. In a California case, for instance, one member defrauded his partner by false entries in the books.

In an Indiana case a partner used firm property for his own purposes and refused to account for it. In a Massachusetts case the owner of a business induced another to form a partnership with him by lies as to the profits and in a Canadian case one partner defied the action of the majority of the firm.

In all these cases dissolution was granted, and it will be in every such case. It has been granted even where the partnership agreement required six months' notice of an intention to dissolve, and also provided for the reference of disputes between partners to an arbitration.

On the other hand, the courts have small patience with mere quarrels between partners. Grossly negligent or fraudulent misconduct, seriously affecting the business must be shown, especially where such conduct consists of a breach of the partnership agreement.

In an Arkansas case one member of a firm took his partner into court because the latter occasionally absented himself from

the store without the plaintiff's consent. This case got scant consideration. Another case which met the same fate, was where a partner had used firm money to pay a personal debt, but he had properly charged himself with it, and the firm capital remained unimpaired.

The trouble of going to court over matters of this kind can practically always be avoided by covering the contingency in the partnership agreement. I have explained in another article that no partnership of any character should be entered into without an agreement in writing. This should contain a provision like this:

SETTLE DISPUTES BY ARBITRATION.

That if either of the parties hereto considers that the other party is not properly performing his obligations under this agreement, or that he is guilty of misconduct or negligence prejudicially effecting the welfare of the business, the complaining member shall at his option refer the subject matter of his complaint to a board of arbitration, composed as follows: Each party hereto to appoint one member, and the two so appointed to appoint a third. The said board of arbitration shall hear the complaint, and if they decide it to be well founded, and believe that the elimination of the offending member shall be for the best interests of the business, they shall appraise the value of said member's share of same and the other member shall have the option of purchasing said interest at the appraised price within one week from the date of the findings of the board.

The "Coronation Aerial Mail"

"The Coronation Aerial Mail" was inaugurated September 9, from London to Windsor. Over 100,000 special envelopes and mail cards, with the imprint, "First United Kingdom Aerial Post," were conveyed by automobile from fifteen collecting stations in London and taken to the aviation field at Hendon. There the mail was taken aboard five aeroplanes, each carrying a maximum of 100 pounds.

The wind exceeded 25 miles an hour at the time of the arrival of the mail, and it was doubted at first if the aeroplanes would be able to make the trip. At 4.53 p. m., however, the first "mailplane," a Bleriot monoplane with Gustave Hamel as pilot, took wing.

The aeroplanes alighted on the terrace at Windsor Castle. The contents of the mail bags were remailed at Windsor in the ordinary way. Several of the letters and cards were for the King at Balmoral. Others were addressed to the Kaiser and other distinguished persons. Many were addressed to persons in the United States.

Hamel landed at Windsor at 5.11 p. m. He experienced some difficulty in the high wind on the way from Hendon. He delivered his mail and started for Hendon, where he landed again at 6.31, thus taking 1 hour and 30 minutes for the round trip.

OFFICE SUPPLIES ABROAD

The Demand for American Office Furniture and Appliances in Germany Is as Good as Dead—All Made at Home Now.

About 12 years ago American office furniture found an excellent demand in Germany, says Consul-General Frank D. Hill. Roll-top desks, bookcases, filing cases, etc., were a novelty; they were very convenient and furnished an office well. One local dealer states that after having reluctantly consented to take a trial order for 12 roll-top desks he disposed of between 400 and 500 desks the first year he carried American furniture.

HOME GOODS SUPPLANT THE IMPORTED.

That was 12 years ago, however. At present business in American office furniture is dead. Two of the largest dealers in office furniture, both of whom formerly imported American goods, advise this office that they now carry no American furniture whatever. Their well-appointed stores contain all the different systems of desks, filing cabinets, and bookcases common in America, all of which are made in Germany. The reason for this is the rapid rise of the German office-furniture industry. So-called "American system" office furniture is now manufactured in Germany with American machines, often of American wood, at prices with which American manufacturers can not compete.

Freight and duty are, as a matter of fact, minor factors. Germany has plenty of cheap wood, labor is cheap, and thanks to American woodworking machinery a roll-top desk can be turned out in Germany which is just as satisfactory to the German customer as the American article. For fine articles American wood is often used. A local manufacturer uses large quantities of American oak. First-class American roll-top desks formerly sold here at about \$100. Good German desks now cost \$60 or less.

REPAIRS CAN BE QUICKLY MADE.

In addition to price, German furniture has the further advantage that it can be repaired immediately. Local dealers complain that it is sometimes necessary to wait months for a key for an American desk. One dealer states that he considers German furniture more carefully finished than American, and that "the German customer pays great attention to the minutest details as regards finish, whereas the American is generally content with a strong, well-appearing piece of furniture."

Some American-made office furniture is still imported into Germany, although little of it comes this way. This office is advised that the market is somewhat better in northern Germany.

Duties on unupholstered furniture per 100 kilos (220.46 pounds), are as follows: Furniture and parts thereof, common (not

upholstered), not veneered, of softwood, unfinished, \$1.07; same, finished, \$2.38; of hardwood, unfinished, \$2.38; same, finished, \$2.86. Furniture, and parts thereof, common (not upholstered), veneered, unfinished, \$2.38; same, finished, \$3.57. These are conventional rates, which apply, however, to American furniture.

OFFICE APPLIANCES.

With respect to office appliances, the situation is about the same as regards furniture. German offices are well appointed and work is conducted systematically with the aid of the best appliances.

Letter presses, self-binders, loose-leaf ledgers, etc., are all made in Germany and there is little or no demand for American articles of this description. On account of stricter legislation with respect to book-keeping, the use of loose-leaf ledgers is not as extended as in the United States.

A list of Frankfort firms handling office furniture and appliances was published by the Bureau of Manufactures, Washington, D. C., in the World Trade Directory.

An American consular officer in the Far East reports that a local purchaser has applied for catalogues and price lists, with discounts, of filing cabinets, card-index systems, and other office furnishings. Address replies to "Inquiry No. 7304, c/o Bureau of Manufactures, Washington, D. C.



Quality
Service
and Price

THESE are important factors in any line of merchandise. *Quality* is the essential thing in loose leaf. You cannot build trade with a line of obsolete devices. You need good, dependable, up-to-date goods which will withstand the hard service expected of them. We are centering the efforts of our splendid factory organization on the production of the

DeLuxeLine

of *Standard Loose Leaf Devices* and have set a *High Standard of Quality*, which we propose to maintain at all times. Our *Service* will be unexcelled, as we carry the De Luxe Line in stock in sufficient quantity to meet any demand with promptness. *Price* is an important consideration to you, for, unless you buy right you cannot sell right. Our long list of stock sizes enables you to buy binders of us at *lower list* prices than ever before, and our new Dealers' Discount Proposition assures you a greater margin of profit. Get in line for the big De Luxe Advertising Campaign today.

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LOOSE LEAF LEADERS

Our reputation as **Leaders** in Loose Leaf Devices is maintained by our latest production which we now offer through the trade exclusively :: :: :: :: ::

THE "EXPANSO" CURRENT LEDGER BINDER



Cut to the left shows binder closed ready for use. Cut to the right shows binder ready for insertion or removal of leaves—note that one post only is upright, the other being left down to show manner of closing. To manipulate leaves both posts should be upright, which will allow top cover to be moved upward two inches and permit manipulation, that is, removal or insertion of leaves.

The only perfect and practical non-protruding sectional post binder ever devised. Holds firmly from 1 sheet to 1,000 and has the same beautiful and finished appearance as a current ledger binder. Always has 2 inches of working expansion for removing and inserting leaves.

This binder is made with two 2-inch Extensible Posts, which are hinged to a half-inch regular screw style post section, so that they can be folded down into the upper case, which closes and locks over them. When sheets are to be inserted the upper case is opened by one movement, the folding posts are lifted into an upright position, and the cover can then be expanded 2 inches for the easy removal or insertion of sheets.

This expansion is a permanent feature of the binder, and is available at all times, whether it is used with one or one thousand or more sheets. Post sections for increased capacity are added from and below without the removal of the lower cover. By extending the posts and turning the binder face down, the posts will protrude through bottom cover far enough to permit of easily removing or adding sections.

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"SELLS TO THE TRADE ONLY"

LAVETTE'S PATENT ENVELOPE

FOR MAILING PHOTOGRAPHS, FANCY CARDS, Etc.
THE OLD STAND-BY SINCE 1891

Pays you 150% PROFIT and on which you are PROTECTED



My New Display Box is handsome, strong and durable, containing (5) five different sizes. 1 doz. each cabinet, or Nos. 1, 2, 3, 4, and special size or (60) of my Patent Photo Mailing Envelopes. It is very attractive, handy and helps the sale of envelopes immensely. Price per box, complete, \$1.75. Should you sell any one size of either compartment you can easily refill same from your reserve stock, always keeping your stock clean. Ever since I first placed my envelopes on the market have at all times maintained but one standard, using the best stock obtainable and strictly adhered to one price to all. My envelopes are not a novelty but the best staple you ever had in stock.

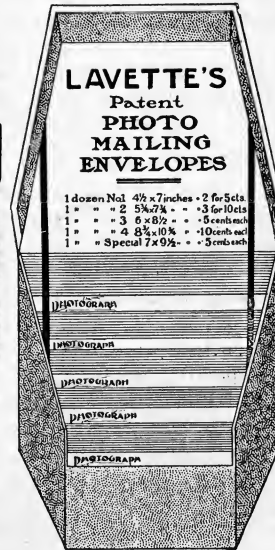
Attention!!

My New Display Box



CLOSED

Price per box containing 60 envelopes \$1.75 or 1 doz. each of 5 different sizes.



OPEN

TRY A BOX

FOR SALE BY ALL JOBBERS

FOR PARTICULARS WRITE TO

H. C. LAVETTE

Patentee and Sole Manufacturer

333 S. Clinton Street, - CHICAGO

Cabinet Size	Dimensions	Price per M.	Price per 100	No. in Box
No. 1	4 1/4 x 7 inches	\$10.00	\$1.00	100
No. 2	5 1/4 x 7 1/2 "	15.00	1.50	100
No. 3	6 x 8 1/2 "	25.00	2.50	50
No. 4	8 1/4 x 10 1/4 "	35.00	3.50	100
No. 5	6 x 10 1/2 "	25.00	2.50	50
No. 6	8 1/4 x 11 1/4 "	35.00	3.50	50
No. 7	8 1/4 x 13 "	35.00	3.50	100
No. 8	7 x 9 1/2 "	25.00	2.50	50
No. 9	12 x 14 1/2 "	45.50	4.55	50
No. 10	9 x 12 "	37.50	3.75	50

Look up your stock on above, and, if low, send in your orders. ANY SPECIAL SIZES MADE TO ORDER IN LOTS OF 1,000. PRICES ON APPLICATION.

TRADE INCREASED

Boston Stationers Report a Larger Volume of Trade, and Expect the Improvement to Continue Till After the Holidays.

New England Office, THE AMERICAN STATIONER,
127 Federal St., BOSTON, Sept. 19, 1911.

The noticeable increase of trade among the local stationers is in harmony with the improved conditions among general lines, and it is anticipated that this improvement will continue until after the holidays. With the sudden frosts and continued cool weather, the fall trade has opened up much earlier than has been true in years past and with a continuation of the present chilly weather, stocks will move rapidly and the merchants will find their shelves well depleted before the mid-winter season arrives.

Commercial stationery, office supplies, legal stationery and specialties are having a good call, while the social stationers are kept busy catering to the requirements for September and October weddings. Among the manufacturers of holiday cards and novelties not a dull moment is to be found, they all express themselves as surprised at the volume of business they are getting and its coming at a time when they are busy filling their early orders. While it is considered that this year's sale of school supplies has surpassed that of former years, there will be no let up in the demand of this kind of goods for the next few weeks, and this will help to give the local stationers a big business for September.

SPRINGFIELD WANTS NEXT CONVENTION.

The idea of securing for Springfield, Mass., the 1912 convention of the National Stationers' & Manufacturers' Association has fully ripened. While no aggressive measures will be put forward by those interested in bringing the convention to Springfield, yet they will have a proposition to present to the convention of Buffalo which should interest the delegates and others in attendance. Of course, it's the manufacturers of this section, who are mostly interested in bringing the convention to Springfield, who will have to provide for its expenses, but they feel that it is a courtesy which they owe the National Stationers' Association for taking them into membership in the association, and they feel that this is an opportune time to repay the courtesy. There is no question, however, but Springfield and its environments offer a most fascinating place for the convention, and the delegates and members can be assured of a most hospitable time, as well as having an excellent opportunity of inspecting a great many plants which manufacture their products for their stock and trade. It is hoped that the holding

of the 1912 convention at Springfield will be favorably acted upon.

Fred M. Brown, representing the Eberhard Faber Co., of New York, reached town the last part of last week, after a very successful trip among some of the smaller New England cities.

F. E. Korn, representing Merriam Mfg. Co., of Durham, Conn., was here several days of the past week, calling on the local trade. He reported the business of his firm on the increase, and that they were more than busy in their endeavors to fill orders on hand for their cash boxes, document files and other lines of stationers' tin ware.

W. H. Boynton, who for twenty-one years has been associated with the Samuel Ward Co., succeeds George Elliott as buyer of the wholesale department, and W. J. Russell, for the past few years salesman in the wholesale department, assumes charge of the sales end of the wholesale department.

"BILLY" BAXTER IN TOWN.

"Billy" (no one would recognize him by any other name) Baxter, secretary of the International Stationery Co., of New York, was here during the past week and states that he did "a big business among the local stationers." A short time ago it was reported that "Billy" had suddenly departed for the gilded throne, and those who know "Billy" (and who in the trade does not), said they would have to be shown before they would believe it, as they know "Billy" would not pass out without sending advance notices of his departure. He certainly proved during his visit to be the liveliest corpse seen in this vicinity for many years.

J. Luman Riley, representing the Weeks-Numan Co., of New York, is making his initial bow to the local trade this week, in fact it is his initial trip as a traveling representative.

L. H. Steele, representing the Berlin & Jones Co., of New York, is expected to make the rounds of the local trade during this week.

Mr. Ellis, of the Ellis Eye Shade Co., of Sandwich, Mass., was one of the trade representatives to make the rounds of the local stationers during the past week.

Among the traveling representatives visiting the local sciences were W. I. Halsey, representing the Esterbrook Pen Co.; R. W. Weissenborn, of the American Pencil Co., New York; E. J. Weiss, of the Weiss Mfg. Co., Munroe, Mich.; John A. Sherman, of the Sherman Envelope Co., Worcester, Mass., and W. B. Smith, of the Spencerian Pen Co., of New York.

Russell Johanneson has recently been elected secretary of the firm of Hooper, Lewis & Co. Mr. Johanneson has been

associated with the firm for a number of years as salesman and is well known among the trade in general.

A. A. TANYANE.

New Pencil Coloring Process

Considering the large number of times the average business man uses a pencil every day, says the Novelty News, it is easy to understand what an insistent and ever reminding advertising media this class of novelties provides. Bearing the name of the advertiser and perhaps some short, clinching argument why his product should be used, these advertising pencils have proven an invaluable aid in keeping the name of the firm advertised before the attention of such people as purchasing agents, department managers and the like.

Up to the present time, however, advertising pencils have been limited to one color and for that reason have been somewhat limited in the scope of their usefulness. The Standard Pencil Company is the first to enter the field with a two-color printing process for advertising pencils, thus placing their product in a field practically apart from the balance of the pencil trade.

URNS OUT NEAT JOB.

The process of printing in two colors on a curved surface has been a puzzler to manufacturers and printers for many years. The method invented by the Standard Pencil Company, however, makes it possible to not only print in two colors, but to secure perfectly accurate register and to turn out as finished a job as the highest class of houses produce on paper. This work is not only turned out in excellent quality but the process permits of speed and quality that makes it thoroughly practical from a price standpoint.

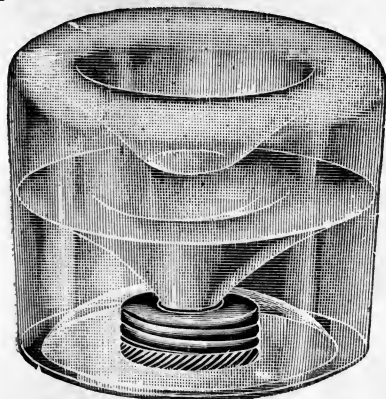
REPRODUCE COLORED TRADE MARKS.

This new color process makes it possible to reproduce trade marks, labels and other distinctive marks of any given product and thus bring this particular product to the attention of prospective purchasers in a way never before possible. Many advertisers, especially those who attempt to reach wholesale and jobbing trade, figure that their trade mark and label is as important a part of their publicity as the story of the article itself. It is the aim of these manufacturers to impress upon buyers the trade marked name of the product—keep it so continuously before them that these buyers will instinctively think of this trade mark and the goods it represents when about to order.

The one color pencil has been practically an impossibility to such advertisers heretofore.

A store is known by the service it gives as well as by the merchandise it sells. Values in merchandise are of no more importance than the courteous treatment of the customer. The big businesses of today are built upon good goods, good treatment and good advertising.

NO RUBBER PARTS TO GET OUT OF ORDER



THE PARAGON SAFETY INKSTAND will not spill if upset; will not leak. To clean, unscrew the cap. The Paragon of Safety Inkwells.

FRANK A. WEEKS MFG. CO., 93 JOHN ST., NEW YORK

THE PINK LADY

Uses our exquisite floral designs suitable for her pink color schemes when giving either a card party or a dainty luncheon.

Our new Tally Cards for Auction Bridge, Bridge Whist and Five Hundred represent New Ideas. Have you seen them this season? Samples on request. No catalogues.

LEUBRIE & ELKUS

18 East 14th Street
NEW YORK

Acme Plate

Portable Blackboards

DEALERS:

Send today for our new 120 Page Catalogue "F G" a complete directory of Blackboards and School Supplies



Sample of our ACME PLATE free on request. Made in black and green.

Adopted by U.S. Government. 120,000 ft. recently shipped to Philippines.

We are the largest Manufacturers of Blackboards and School Supplies in the world.

American Seating Company

218 S. Wabash Ave., Chicago

CROWNED WITH EXCELLENCE



Write us for Samples and Prices

Send for Descriptive Catalogue

BINNEY & SMITH CO., 81-83 Fulton St., NEW YORK

1912

EXCELSIOR DIARIES

NOW READY



KIGGINS & TOOKER CO. 35-37 Park Place
NEW YORK

CHICAGO ACTIVE

Stationers in That City Report Conditions Good Despite Some Falling off in Other Lines—Ready for the Convention.

Western Office, THE AMERICAN STATIONER,
431 So. Dearborn St., CHICAGO, Sept. 19, 1911.

Although business in some lines has been reported a little "off color" the past week, stationers continue to report active trade conditions. The office supply orders have been quite plentiful, and transient business has been of a character to keep the sales forces actively engaged waiting on the trade. Mail orders are also reported holding up well. It is believed that these favorable conditions will continue and dealers are planning accordingly.

MORE BULLETINS ABOUT READY.

The Chicago members of the National Catalogue Commission, Chairman Fletcher B. Gibbs and Chas. A. Stevens, have been working almost every night cleaning up the affairs of the commission preparatory to making their annual report to the National Association of Stationers and Manufacturers at Buffalo next month. They are now completing four bulletins on penholders which it is expected will be ready for distribution by the middle of next week, and which will be sent out about that time.

The meeting of the Chicago Stationers' Association which will be held at the Grand Pacific Hotel on Thursday evening, will, from all indications, be largely attended and of an interesting character. Chicago will undoubtedly be represented at the annual convention of the National Association by fully as large a number as attended the Baltimore Convention last year, and they are anticipating a profitable and enjoyable meeting.

L. E. Waterman & Co.'s display window contains this week letters of commendation of the Waterman fountain pens from rulers and officials of countries in all sections of the globe, and is attracting much attention from passersby.

NEW CRANE LINES.

Harry S. Adams, manager of the Chicago office of the Eaton, Crane & Pike Co., is in New York on his way West. He is expected to arrive here the end of the month, and writes that he is having a heavy business. The local office reports business good. There has just been received a new line of paper—Crane's Greylawn, in five sizes, with tinted border, silver bevel and French border. This and the Early Georgian, which is a recent Crane production, are the leaders at present. The latter is dressed in hand decorated boxes, and the envelopes are of new hand cut design. Both these lines are of a character to create the desire to possess them. They are already proving very popular with the trade.

Yawman & Erbe's window this week con-

tains a sectional map upon which is marked daily the distances and courses traveled by the aviators in their race across the country for the \$50,000 Hearst prize. This is attracting much attention from those who are interested in the race.

Mr. Smith, representing the Worthy Paper Company, of Mittineague, Mass., is calling on the trade this week.

J. B. Almond, of the sales force of Stevens, Maloney & Co., who was injured in a railroad collision in Indiana some time ago, is out of the hospital, and is recuperating at his home in Louisville. Reports from the injured individual are to the effect that he is recovering nicely and expects to resume his duties in a short time.

Walter Furlong, representing the Black Lithographic Co., of Philadelphia, is in the city, and reports a nice line of orders from customers here.

C. H. Numan, of the Weeks-Numan Co., New York, is calling on the trade this week, and reports business good.

Richard Benedict, representing the Hampshire Paper Company, has been interviewing the Chicago trade this week with good results.

A NEW CONCERN STARTS IN BUSINESS.

Ioas & Brodack is the name of a new firm of stationers and printers located at 225 W. Van Buren street, who have entered the Chicago field. The firm is composed of A. C. Ioas and E. F. A. Brodack, two gentlemen already well known in stationery circles. Their plant and storeroom are both located at the above address. The new firm is well equipped to make a successful bid for business, and their friends are wishing them every success in their new undertaking. The firm will at once apply for membership in the Chicago Stationers' Association, and will work in harmony with and take an active part in that organization.

Advance cards have been received from the following: H. A. Stacy, Boorum & Pease Loose Leaf Book Co., New York, who is scheduled to arrive here on October 1; F. G. Wilstch, representing Kimpton, Harbottle & Haupt, who will be here October 2.

THOMPSON.

A Successful Envelope Machine

The center seam merchandise mailing envelope machine, made by the Dietz Machine Works, and the first one of which has now been in constant and satisfactory operation for about a year, has proved most successful in every respect. The heavy mailing envelopes for merchandise turned out on this machine are said to be as strong and in every way equal to hand made ones.

The drop roll slitters for use in cutting all kinds of plain cards to printed registers, as well as the rotary card cutters for cutting from fine business, index and other cards on up to photo mount stock, for use in connection with the company's beveling machines for photo mounts, are favorably

known to users, and the orders for them keep coming in. What they are doing is the best recommendation for these machines. The rotary card cutters can be built with features making them adaptable for special work whenever required by customers.

The company will be very glad to hear from any of the trade who are interested in their line of machinery, its factory and offices being located at 126 and 128 Fountain street, Philadelphia, Pa.

New Whiting Papers

Three recent additions to the Whiting boxed papers are worthy of special mention, as each of them embody new ideas in either box coverings or the styles of the papers.

One new box has a paper covering which simulates birch bark. The subdued tone of this style will be appreciated by conservative users, as it was designed to meet the needs of customers of quiet tastes. Whiting's Organdie Glacé forms the contents of these boxes. On their top the title is stamped in brown lettering. There is a white trim on the edges which makes a pretty contrast to the brown covering. The paper and envelopes are tied with a beautiful shade of brown gros grain ribbon to harmonize with the prevailing color. The papers come in three sizes, corresponding to Regent No. 1, 2 and 3.

BIRTH ANNOUNCEMENTS.

An absolutely new "wrinkle" in stationery for special purposes is the Birth Announcement papeteries just gotten out by the Whiting Paper Company. These come in handsome little boxes, 24 sheets of paper in each, with envelopes to match. On each sheet of paper there is printed matter with blank spaces for the notation of the sex of the new arrival, the date of birth and the names of the parents. For boys the color scheme is blue; for girls it is pink. The boxes are white with blue or pink trimmings, the contents also being tied with ribbon to match. The stock out of which these Birth Announcements are made is the well-known Organdie Glacé.

FANCY BORDERED PAPETERIES.

A fancy bordered papeterie is another novelty that the Whiting company is now showing. In this line the sheets carry a narrow border done in two shades of blue and one of gold. This combination is very pleasing to the eye and distinctly stylish. The envelopes have a square flap extending one-third of the way down the back. This is known as the "Olympic" style. The paper comes in a size suitable for short notes and for ordinary correspondence. The boxes are covered with Organdie Glacé. The title is stamped in a beautiful shade of blue, the body of the box also being in blue to match the general color scheme.

It won't leak



**THE ORIGINAL
NON-LEAKABLE**

Hits the Bulls eye
every time

MOORE'S FOUNTAIN PEN

The aim of every dealer is to stock such goods as he can readily turn into good profit.

☐ Moore Pens not only bring good profit but afford a basis upon which the dealer can build up a substantial fountain pen trade. Their many selling features place them in a class by themselves.

☐ Take for instance the tightly fitting screw cap—a positive safeguard against the common nuisance of leaking.

☐ Most fountain pens require shaking to start the ink flow, but the construction of the Moore is such that the pen point is always moist and ready to write with the first stroke. No joints to get out of order—easiest pen to fill—a free and even flow day in and day out.

☐ Somebody in your town is eventually going to stock these pens if they haven't already. Are you going to be that somebody?

ADAMS, CUSHING & FOSTER, 168 Devonshire St., Boston, Mass.

Selling Agents for American Fountain Pen Co.

AS ADVERTISED

<p>CONGRESS CARDS <i>For Social Play - Art Backs - Exquisite Colors - High Quality New Designs - Club Indexes - Ideal for Bridge. Gold Edges - Air-Cushion or Ivory Finish.</i></p>	
<p>OFFICIAL RULES OF CARD GAMES - HOYLE UP-TO-DATE ISSUED YEARLY - SENT FOR 15 CENTS IN STAMPS. THE U.S. PLAYING CARD CO., CINCINNATI, U.S.A.</p>	
<p>BICYCLE CARDS <i>In Use throughout the World for General Play The Most Durable 25 Cent Card Made. Club Indexes - Air-Cushion or Ivory Finish.</i></p>	

**In the Leading Magazines
This Season.**

75 CONGRESS designs, actual cards, are shown on a handsome folder—write us and we will send by return mail, FREE of charge.

CONDITIONS SOUND

Philadelphia Stationers Are a Unit in the Opinion That There Is a Good Business Ahead—News of the Week.

(From Our Regular Correspondent.)

PHILADELPHIA, September 20.—The trade now finds itself at the parting of the ways with the school business just ending—although it is still quite lively and the holiday trade just beginning, and with vigor, too. The look backward and the prospect are both very pleasant. After many reorders the city trade is no longer troubling the jobbers with importunities for rush shipments, but in the country districts, and especially in the suburbs where private institutions are still just opening, there continues an active demand. The close of this week, however, is looked to to bring the end of the school trade. Altogether, the season has been a good one, with practically no carry over stock.

GETTING READY FOR HALLOWE'EN.

Hallowe'en is the first of the holidays, and already jobbers' warehouses are brightening up with the gold and russet of decorations. Here and there is even a suggestion of Thanksgiving Day, but greater than all looms up the holiday business proper, the Xmas and New Year trade. If only a portion of the inquiries result in orders a good time is sure. Meanwhile, there continues a very steady and decided growth in demand for bank and commercial stationery.

ASSOCIATION HOLDS MEETING.

The summer vacation time over, the Philadelphia Stationers' Association met again on Thursday evening last at the Bellevue-Stratford for a brief but enjoyable meeting. In the absence of the president and vice-president, Lew Hawke, the second vice-president, presided. The association unanimously adopted the recommendations of the nomination committee, that as published in THE STATIONER, the present officers be re-elected. In addition William H. Brooks was elected delegate and H. A. Prizer alternate to the national convention in Buffalo. The consensus of opinion of the score of members present was that trade conditions were entirely sound and encouraging, and that there was good business ahead at least until the turn of the new year.

GETTING STUART BROS.' STORE READY.

Many artisans are at work preparing the new home of the Stuart Bros.' Company, immediately adjoining its present location, 412 Market street, for immediate occupancy. Indeed, the stock is

already in course of removal. Though the new building is but a single one, the basement and unbroken wall spaces will give more room for carrying stock than the old building. The new front installed by the Owens Storer Blank Book Company but a short time ago has been torn out. The Stuart Bros.' Company will have a front with two windows and entrance in the middle instead of a single window. Elaborate lighting schemes will be carried out to make the place truly the "Daylight" store. The lease on the old building expires November 1.

RENOVATIONS AT WM. MANN CO.'S STORE.

The William Mann Company has also completed its renovations on the second floor, and the entire length is now devoted to the executive offices, the line of cabinets formerly carried there now being shown on the first floor. Interest among the Mann employees is keen over the outing, its last of the season, of the Manco Club, which takes place Saturday at Morris Station on the Jersey shore.

MOUSLEY'S LARGE ESTABLISHMENT.

Though George E. Mousley contemplated leasing an additional building for the holiday trade, the unexpected possession which he secured this week of the five-story building at 514 Commerce street, directly in the rear of his new Market street home, will make unnecessary quarters elsewhere. Mr. Mousley originally leased this building, but was not to be given occupancy until the close of the year. However, he is now in possession, and much of his stock will be moved in during the present week. The building has a frontage of 20 feet and a depth of 100 feet and will give Mr. Mousley an establishment running clear through from Market to Commerce street.

It is reported that the Miller Lyon Company has just disposed of its stock of leather goods to a dealer at 13th and Arch streets.

Fred M. Kraft for so many years with George E. Mousley, is back again close to his old haunts on Market street. This week he entered the employ of John A. Bradley at 613 Market street, just a block above his old location. Mr. Kraft is very widely known to traveling men.

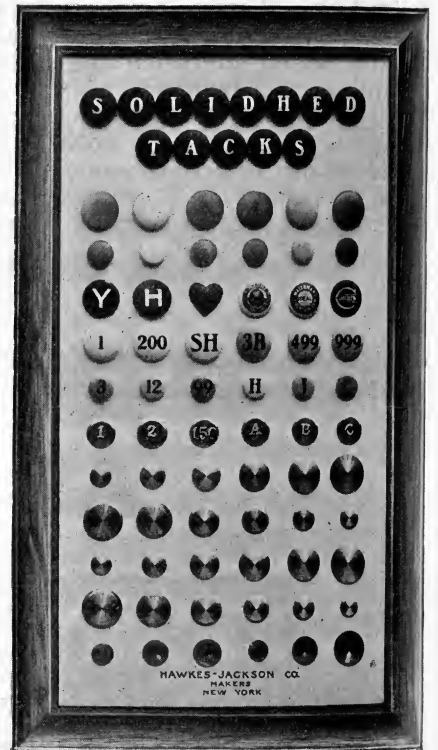
TRADE VISITORS NOW MORE NUMEROUS.

Trade visitors are now beginning to get quite numerous since all the buyers for the jobbers and the department stores are back after vacation days. Among those in the city during the week, or expected before the close, are W. H. Hasbrook, of the M. & H. Tablet Company; W. B. Snyder, of the White & Wyckoff Mfg. Company; Isadore Meyers, of A. L. Tuska; Charles

Kaiser, of Monomura Bros.; D. W. Timberlake, of the U. S. Playing Card Company; F. W. McKean and Horace Bates, of the domestic and the foreign toy department, respectively, of George Borgfeldt & Co.; R. W. Weissenborn, of the American Lead Pencil Company; C. F. Wellenkamp, of Joseph Rodgers and Sons; Ernest L. Sagalyn, of Tober Bros., Inc.; and Eugene B. Baehr, manufacturers' agent. E. T. Clegg, of the Milwaukee Lace Paper Co., is expected shortly. E. R. G.

Solidhed Thumb Tacks

In order to give the trade a bird's-eye view of all the tacks made at its factory, the Hawkes-Jackson Company, of 38 Murray street, New York, has brought them all together on a card which is reproduced

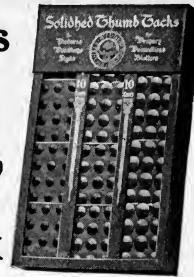


herewith. This picture gives a better idea of the extent of the company's product than any catalogue could possibly do. Besides showing the big line which the company makes, it also forces the trade to realize that tacks come in a great variety of forms and are made of many different materials. A few of the many kinds of tacks made by the company are: Steel Tacks, Brass Tacks, German Silver Tacks, Colored Celluloid Tacks, Numbered and Lettered Tacks, Felt Tacks, Advertising Tacks, Special Colored Tacks, and The Handy Hammerless Tack.

Business is just a matter of farming—of finding fertile soil on a good field—of breaking ground and being patient. The harvesting comes last—the main work must be done while the least results are showing.



It's the Solidhed Display That Sells Tacks



HAWKES-JACKSON COMPANY, Makers, 38 Murray St., NEW YORK

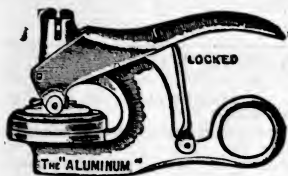
"INDEPENDENT" SAFETY FOUNTAIN PEN.

\$1.50 With No. 2 Gold Pen.



\$2.00 With No. 5 Gold Pen.

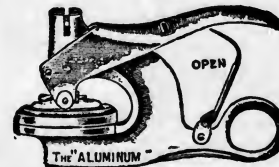
THIS PEN CAN BE SAFELY CARRIED IN ANY POSITION. NEW IDEA CAP LOCKS PEN WHEN NOT IN USE. ALL PURE RUBBER AND 14 KT. SOLID GOLD PENS. WRITE FOR OUR LATEST CATALOGUE OF "VULCAN," "INDEPENDENT" AND "JUCO" FOUNTAIN AND STYLOGRAPHIC PENS; AND LOWEST TERMS TO THE TRADE. 27 THAMES STREET. J. ULLRICH & CO. NEW YORK CITY



WE NOW FURNISH A NEW PATENT LATCH LOCK WITH THE MOST POPULAR POCKET SEAL ON THE MARKET

The "ALUMINUM"

WEIGHS ONLY 10 OUNCES SIZE OF DIES 1 1/2" DIAMETER



Sold by All Up-to-Date Dealers, or Write to MEYER & WENTHE, Engravers, For Trade Discounts, 31 N. Dearborn Street, CHICAGO

IT'S THE "WEARING QUALITY" SERVICE

That Makes Our Playing Cards Most Popular



The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure. We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from.

Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequalled by any other manufacturer. Samples and prices on application.

THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.



Headquarters For

DIAMOND BRAND TYPEWRITER RIBBONS AND TIP TOP BRAND CARBON PAPERS SPECIAL BRAND ARCH BRAND



THE S. T. SMITH CO.

11 BARCLAY STREET NEW YORK CITY

Telephone Barclay 5922.

Headquarters for Manifold Flimsies, also a complete line of Typewriter Linen Papers, etc.

UNION ENVELOPE COMPANY

Makers of DUPLEX CHURCH COLLECTION ENVELOPES

Makers of All Kinds of Envelopes

LET US SUBMIT QUOTATIONS. RICHMOND, VA. CORRESPONDENCE SOLICITED

OBITUARY

JOHN H. MONTAGUE.

In the death of John H. Montague, which occurred at his residence in Richmond, Va., September 6, 1911, Virginia lost one of her oldest and best beloved citizens. Mr. Montague was in the ninetieth year of his age. In his earlier life he had been prominent in the paper trade, having been at one time president and chief owner of the Richmond Paper Manufacturing Company, and later



THE LATE JOHN H. MONTAGUE.

president of the Virginia Paper Company. He was largely interested in banking and insurance, being president of the Merchants' and Planters' Bank. He was the oldest member of the Richmond Chamber of Commerce, and its treasurer for thirty-seven years. The chamber passed very complimentary resolutions on his death. It was socially and in the home that Mr. Montague, perhaps, shone at his best. He was a most genial host, a charming raconteur and kindly wit. He possessed a brilliant and cultivated mind, and his bon-mots were handed down from father to son, and repeated in the community. His wit, though quick and incisive as a rapier, was ever kindly, and he often suppressed his almost irresistible humor rather than wound a friend.

He left four children, many grandchildren and great-grandchildren. Meredith

BRASS DESK SET

\$15 Per doz., \$1.35 Each

My popular seven piece Brusher Brass Desk Set, costs one-third less than any set on the market.

RETAILS FOR \$2.50

Each in carton. 12 Sets in case. Please send check with order if less than a case.

F. L. HARDING, 508 Broadway, N. Y.

F. Montague, residing in New York, and representing the Standard Paper Manufacturing Company, is his son.

GEORGE W. FLERSHEIM.

George W. Flersheim, Jr., for twenty-one years manager of the St. Louis News Company, died at 7 o'clock last Sunday night at his home, No. 4423 Morgan street, that city, of heart disease. He had been ill eight weeks.

Mr. Flersheim was 56 years old and had spent thirty-nine years in the news business. He left school when a young man to enter the employ of the Chicago News Service. He remained there until he came to St. Louis in 1890 as manager of the St. Louis News Company.

He was a member of the Mercantile, City and Million Population clubs and the Civic League.

Besides his widow and two daughters, Misses Miriam and Una, he is survived by his father, now 84 years old, of Buffalo, N. Y., where George, Jr., was born, and one brother, of Milwaukee, Wis.

A Strong Endorsement

One of the difficult things in describing an article of merit is to avoid the telling of truths which will appear as exaggerations. It is often policy not to claim all that can be rightfully claimed. This is especially true if the article is made along lines that class it as an innovation.

An example of how the strongest claims can be outdone in actual practice is contained in the following letter, which was received a short time ago by Adams, Cushing & Foster, selling agents for Moore's original Non-Leakable Fountain Pen.

Jewish New Year
Cards

SOLD BY

Thompson Smith Company

263 Fifth Ave. New York

Write for Samples

Engraved in Hebrew
and English

PRICE \$2.50 PER 100

Gold Beveled Cards or Folders each in an envelope.

"COLON, Mich., September 10, 1911.

GENTLEMEN.—Moore's Non-Leakable Fountain Pen simply cannot be excelled as a pen for practical everyday use.

I lost my Moore's Non-Leakable \$2.50 pen last November in the snow, not finding it again until the next March. Loosened the cap by soaking it in alcohol and that pen having weathered thru one of our Michigan winters, fulfilled your guarantee by writing with the first stroke and has been in use ever since. I wouldn't part with it.

This also speaks something for the American fountain pen ink which must have frozen and thawed, and tho somewhat faint, was still right there with the goods.

(Signed) LAWRENCE H. NIENDORF."

What better verification could be given to the old saying, "Truth is stranger than fiction."

WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.
Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.
Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

HAND STAMPING PRESS FOR SALE

price \$25 guaranteed and in first-class condition. Improved English type, of press capable of doing the finest registered and illuminated work. Address Box 697, care AMERICAN STATIONER.

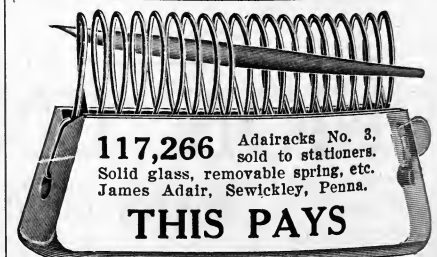
FOR SALE.—Book and stationery store in a Southern town of twenty thousand people. Good opportunity and not much cash required. Address Opportunity, care American Stationer.

FOR SALE—Stationery and office supply business in the coming city of the Middle West on the Mississippi River. Good, clean stock, doing profitable growing business. Fine opportunity for two young men with a thousand dollars and plenty of hustle to build up big business. Established for year and has high reputation. Address Western Commercial, care American Stationer.

WANTED—Bright young travelling man of personality to call on trade and sell engraved stationery. Fine opening for right man. References required. Address Fine Opening, care American Stationer.

EXPERIENCED SALESMAN, twenty years' experience in stationery, blank book and wall paper trades, is open for position. Best references. Middle States preferred. Address Hustle, care American Stationer.

ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.



117,266 Adairacks No. 3,
sold to stationers.
Solid glass, removable spring, etc.
James Adair, Sewickley, Penna.

THIS PAYS

Changes Its Office Home

(From Our Regular Correspondent.)

Boston, Mass., September 19, 1911.—The Hammermill Paper Company will close its suite of offices in the Federal Trust Building in this city on Saturday next, moving its offices to its mill at East Pepperell, Mass. The company will open a New York office at Room 1607, 291 Broadway, which will be in charge of H. P. Warriner, vice-president of the Nashua River Paper Corporation. It was first intended to make Boston its quarters for their mills, but it was better found to have the offices at the Pepperell mill, which will facilitate the handling of the business. The company will thus be able to be in close touch with its Boston and Eastern trade, while its New York trade will be carefully looked after by Mr. Warriner. A. A. T.

A New Publishing Centre

(From Our Regular Correspondent.)

CHICAGO, September 18, 1911.—A new centre for publishing concerns is being established on the north side in Chicago. An eight-story and basement building is to be erected for W. D. Boyce at the northwest corner of Dearborn avenue and Illinois street. The building will occupy a ground space of 100 x 120 feet and will cost \$140,000. Popular Mechanics will have a new home on the corner of Cass and Ontario streets, which will be four stories in height, on the site of the old Joseph Medill residence. It will cost \$60,000. Callaghan & Co., law book publishers, are about to have a new building constructed for them in the St. Clair street district, where A. C. McClurg & Co. are now located.

THOMPSON.

The Gresham Blank Book Company, of New York, has this week applied for membership in the Stationers Board of Trade of that city.

The C. S. & R. B. Company, Chicago, have taken prominent space at the International Municipal Congress and Exposition, which will be held at the Coliseum, Chicago, September 18 to 30. The C. S. & R. B. Company's exhibit will consist of their "De Luxe" line of loose-leaf goods. The exhibit will be complete in every particular, and will be in charge of Messrs. Fargo and Evans of the company's staff.

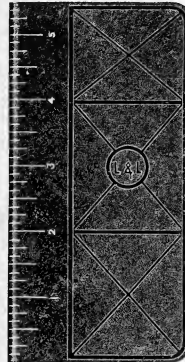
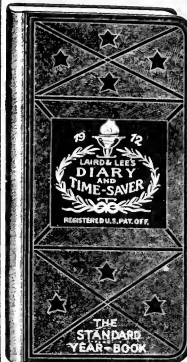
Herbert F. Rawll has bought the good will of the Safety System's Company, New York City, of which he was vice-president and has combined with the C. E. Shepard Company, 82 Fulton street, that city, and will handle both lines throughout the States of New Jersey and Pennsylvania. Mr. Rawll holds the record for the largest sales of loose-leaf devices of any man in the business. He represented the Baker-Vawter Company, of Chicago, for ten years in the same territory. He will call on the dealers handling the Cesco line and cooperate with them whenever that is possible.

IT WILL PAY YOU TO PLACE ORDERS NOW WITH YOUR JOBBER, NEWS COMPANY OR DIRECT WITH US, FOR FALL DELIVERY.

THE KING OF DIARIES

Laird & Lee's Diary and Time-Saver

1912 Edition—15 Month's Diary beginning Oct. 1, 1911. 1910 Census of Cities of 10,000 and up.



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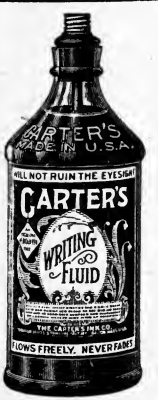
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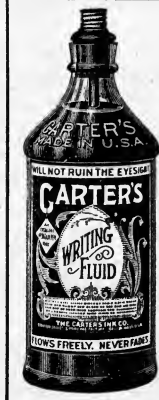
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OUR BOOKS IN ENGLAND

Their Marked Influence Upon Her Present-Day Fiction and Particularly Upon Its Style—What Publishers Have to Say.

"What, would you say, have been the chief influences of American fiction, in our time, upon current English fiction?" says "J. M." in the *New York Times*.

I have been putting this inquiry to a number of London bookmen; authors, publishers, booksellers, and, certainly not least, reviewers. Generally speaking, their replies agree with my own general impression of the subject, and that may be stated at no very great length.

Take, in the first place, the American political novel as represented, say, by the work of Winston Churchill. It has been read here by our writers as well as by our readers, and I have noticed a certain influence which it has exerted on the elements of the English political novel. The truth is, however, that we have at present no English political novel because, for some reason, people won't read it. The model of Beaconsfield's "Endymion," which stood for high politics, has long passed away, and no recognized form of political novel has arisen in England to take the vacant place. What has happened has been that novels dealing with public questions have come along in considerable number; that is to say, they have divided politics into many topics such as Socialism and Suffragism, which are, perhaps, the latest developments. It is in the direction of such themes that I find the keen, sympathetic manner of the American political novel to have an appeal for our writers. They have seen that Winston Churchill, and other American authors, have been able to bring the political novel down to the reading of "the man in the street," and the same thing has been done here.

THE IDYLIC STORY.

Secondly, what one may call the idyllic story, such as Mary E. Wilkins writes about New England, has affected our sweet novels to a considerable extent. No doubt James Matthew Barrie began the modern idyllic school when, twenty years ago, he wrote his beautiful books about his native "Thrums." That school of writing was promptly called—I think by the late W. E. Henley—the "kail-yard school," and it flourished strongly for a time in the hands of many "kail-yarders." Then there came a point when it would certainly have dropped but for the encouragement it got from certain American writers of undoubted ability, one to be mentioned being Mrs. Kate Douglas Wiggin. What I want to say on this particular topic is that probably the idyllic novel and the "kail-yard" novel

would not have lasted in England as they have done save for American support in the way of example. In other words, if Barrie gave you and us the start, you have done a good deal in return to keep the "kail-yard" flag flying, not only in America but in England.

Thirdly, the historical novel has continued to prosper in America all these years, although it has had many ups and downs with us. But again I seem to perceive an American influence which has encouraged the English historical writer, and at times, particularly when the problem novel was all the go, that he needed encouragement. It must be remembered that mostly—with us, anyhow, although it is not so with you—men write historical fiction while women write other kinds of fiction. You, therefore, have had a great advantage with the historical novel in the fact that you have had it supplied from both sides of the writing camp, while with us the men writers have had to do the work, and Stanley Weyman, the most brilliant of them all, has given up writing.

I don't know if it can be said that any single American historical novelist has influenced the style of the current English historical novel, but American historical writers, as a whole, have undoubtedly done so. Gertrude Atherton has done it in one way, and, indeed, there are many people in England who regard her as having the best brain among American women novelists, not to speak of exceedingly good heart.

AN EFFECT IN THE ENGLISH NOVEL.

When these things have been said, we come to the point where the American novel has had the most telling effect upon the English novel; I mean on its style and form. Often enough, I suppose, your novels, like ours, are lacking in inspiration, but at least they are generally well written. Not so long ago an English novel might wander about and in and out and tell its story in the most haphazard fashion, but the only writer who can take the liberty of doing that nowadays is William De Morgan, and he is just a genius-gifted gossip and autobiographer. Your novels, if one may say so, are more compact than ours, more machine made, I have heard it put, and one may take that description to convey the meaning which I have in mind. That meaning is this: that your novelists set out to tell a story and are more concerned in the telling of it than in its literary adornment. They think of action first, not so much of character; they have a quicker mechanism than our authors have been accustomed to practice; they are always after the dramatic situation, and they let the phrases take care of themselves. Now the English novelist will preserve, and he is very wise in doing so, his regard for the charming word, the happy saying, the

sly allusion, but he has come to recognize that action there must be if a story is to have popular reading.

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Mushrooms, Good and Bad

In a little volume called "The Mushroom Handbook," Miss Elisabeth L. Lathrop presents some useful information about wild mushrooms, through study of which one may learn how to distinguish edible varieties from those that are poisonous, and so come into the way of getting one's mushrooms free of cost, instead of paying from 50 cents to \$1 a pound for them. The book is illustrated with a large number of excellent drawings, made by the author, some of which are reproduced in colors. At the end of the book recipes are given for cooking mushrooms. (J. S. Ogilvie Publishing Company. \$1.)

Dorothy, Typewriter

Another nice, plump volume, "Dorothy Brooke's Experiments," (Thomas Y. Crowell Company, \$1.50) will please the girls who have read the earlier portions of Dorothy's history in two previous books by the same author, Frances Campbell Sparhawk. There is more of school life in this book. Dorothy becomes estranged from two of her best friends for a time through a school girl's jealousy, but the exciting part of the story comes when she settles down in earnest to begin the most important of her experiments, that of being a writer.

The typewriter plays a leading part here. It goes with Dorothy to Mount Rest, where she is to spend her summer vacation and write stories. A newly rich mamma and her daughter, who are very great snobs indeed, are shocked.

"A typewriter girl!" they say. Dorothy doesn't see what difference that would make, and she will not tell that she is Judge Brooke's daughter, who is trying to write stories in the interim between school and college. It is as good as being in a story, she thinks, and good "copy" for one that she will write some time.

Of course, everything comes out quite right in the end—that is the blissful part of schoolgirl story books; they always do. There are two lovers for Dorothy that it would take a fortune teller to find, but no one will know which will be successful until still another volume appears. Dorothy is not quite old enough—not yet seventeen—and there is college to come first. But there is the beginning of the living happy ever after which makes the end of the book altogether satisfactory. There are eight illustrations by Merrill.

The Bureau of Manufactures is in receipt of a communication from an American manufacturing firm advising that one of its customers who is located in Portugal desires to secure the representation of an American typewriter company. The name of the business man is given in the letter and can be obtained by addressing the Bureau of Manufactures. Correspondence should be sent direct to him. Reference should be made to "Inquiry No. 7342."



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Notes on New Books

Most Popular Books of the Week

The New York Public Library, circulation department, reports books most in demand, excluding fiction, for the week ending September 20, as follows: Browne's "Everywoman," Shaw's "Plays," Bergson's "Creative Evolution," Pankhurst's "Suffragette," Fraser's "Diplomatist's Wife in Many Lands," Syngé's "Riders of the Sea," London's "Cruise of the Snark," Loening's "Monoplanes and Biplanes."

Scottish Border Tales

Mr. and Mrs. William Platt's "Stories of the Scottish Border" contains fifty or more tales prepared for young readers, the bases of which the authors have found in the old ballads relating to heroic and picturesque persons and events associated with the Borderland. Among the stories retold in prose are "The Gay Goss-Hawk," "The Two Corbies," "The Battle of Flodden Field," "Fair Helen of Kirkconnell," "Johnnie of Breadislee," and "The Young Tamlane." The tales are illustrated by M. Meredith Williams. (Thomas Y. Crowell & Co.)

Follow-My-Leader

When William C. Levere sat down to write "Vivian of Mackinac" (Chicago: Forbes & Co., \$1.20) it must have been with the determination to draw it entirely out of his own head. For it reveals little relationship with anything except an unsophisticated imagination. It is about a young man in a village on the Straits of Mackinac who, believing he has committed murder, rushes away to hide himself in the outside world; his sister, who follows him

to avoid the danger of telling what she knows about the affair; his sweetheart, who also goes in search of him to save him from a fate he does not deserve; her villainous suitor, who tracks all three of them for various reasons; and the sister's lover, who follows her to save her from the goblins of civilization that will be likely to get her if he doesn't watch out.

A medley of scenes carries the reader into the harvest fields of the Mississippi Valley, shows him the operations of a Chicago sibyl, acquaints him with the tribulations of a wandering company playing "Uncle Tom's Cabin," and the magical success of the heroine as "Eliza." The story at last ends, as it began, with a murder.

"The Harvester"

When a novel stands out boldly from the great mass of fiction because of the qualities which differentiate it from its class it deserves attention, even though it may fall short in some of the essentials of the art. Therefore Mrs. Gene Stratton-Porter's "The Harvester" (Doubleday, Page & Co., \$1.35), in spite of one or two glaring faults, is worthy of warm commendation because of its strong individual note, its sincerity and especially because in its conception and its working out its aim is toward idealism. And the Lord of Novels knows how rare a quality that is in American fiction.

Mrs. Stratton-Porter has heretofore been known by her remarkably good work in natural history, photography and illustration, and by her two stories for older girls, "Freckles" and "A Girl of Limberlost,"

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both of which won immediate and wide popularity. But in her new novel she has taken a step, and a rather daring step, in its divergence from the usual, into entirely "grown-up" fiction. Its scene, as was that of each of the two former stories, is on the edge of the big Limberlost swamp, and it deals even more fully than did they with the profit, the pleasure, and the material and spiritual beneficence that the outdoor world offers to whomsoever will take them.

The hero of the tale, the "Harvester" of the title, is idealized to a degree that will cause many a young maid to wish "that heaven had made her such a man." But in spite of his perfections, he stands out from the pages boldly, a firmly conceived, solidly realized and purposeful character, quite unlike any other in recent fiction.

"The Ne'er-Do-Well"

A picture of Broadway, rapidly and vividly sketched, on the night of a big football game, with the adventures of the heroes of the day along the thoroughfare—and elsewhere—as the hours wax and wane, opens Rex Beach's new novel, "The Ne'er-Do-Well." The leader of the doughty little band, who has been the coach of the winning team, and is, therefore, the especially adored of the occasion, is Kirk Anthony, son of a multi-millionaire railroad man. Relations are a bit strained between the young man and his father because the son has such a very small regard for hard work and manages to keep himself so tremendously busy with matters for which his father has an even more contemptuous opinion. The events of the night are not of a sort to advance the young man in parental favor. The roysterers, not being in a condition to exercise prudence in their choice of associates, take into their band a stranger with a big roll of bills who expects to sail for Panama in the morning. And he proves to be fate in disguise. Because of him there is an assault upon an officer of the law, which almost kills the detective, and a little later Kirk Anthony swallows a "knock-out" drink. The next thing he knows he awakens on board the Panama steamer, well out to sea, without a cent in his pockets. He lands in Colon

A Practical pencil, six ins. in length, with Propel and Repel movement, containing black leads, and having an ingenious device at the end holding an extra supply of leads. This pencil made in black vulcanite rubber and is highly finished and engraved. It makes a very neat and serviceable article. No. 830 Torpedo—4½ ins. in length.

without money or friends, save the acquaintances he has made on the voyage, and the appeal to his father through the American Consul brings back the curt response from the old gentleman that he has no son.

So the football hero, who has never done a stroke of work in his life, who does not know how to do anything, for whom money has heretofore grown on trees, who could choose his friends as he liked, finds himself suddenly cast adrift and branded as an imposter.

With the "Lumberjacks"

Mr. Ridgwell Cullum's specialty is the portrayal of strong men of husky exterior and tender heart. He has never done this better than in the hero of "The Trail of the Axe" (G. W. Jacobs & Co., \$1.25.) The story is of the lumber industry, the scene laid in the Red Sand Valley of Western Canada. The giant lumberman, Dave, dominates the book, winning business success and success in love, with all the cards against him. Other characters are not less well drawn, Betty, a valiant and loyal little heroine; Tom Chepstow, of the Church militant, an ideal parson for his rough flock of "lumberjacks;" a parlous villain, and his weak tool, with workmen of various degrees.

A somewhat tangled romance, a plot, a strike, with perils of sorts, give interest to the story.

Myra Kelly's Last Book

Among the people, not of her own creating, the late Myra Kelly found characters her depiction of which has made for her a permanent and popular place in the literature of this country. Among the East Side people of New York she found a fertile field for her fancy, and she grew stories upon it as no other writer has done. In this lay her strength, and here her fame flourished. Outside of this—well, the last and longest novel she wrote, "Her Little Young Ladyship," (Charles Scribner's Sons, \$1.25), has its beginning in the tobacco district of Connecticut and its ending at the castle of an Irish Earl. The heroine is the only daughter of a rich tobacco planter of Connecticut; the hero, the lord of this castle, and the American girl has become the Irish Countess.

"Her Little Young Ladyship" is a story to be enjoyed, though hardly one to give that fame to the writer which she wrought out of material much less attractive. Not in this but in that will her fame endure, and as long as there is an East Side to remember, the name of Myra Kelly will not be forgotten.

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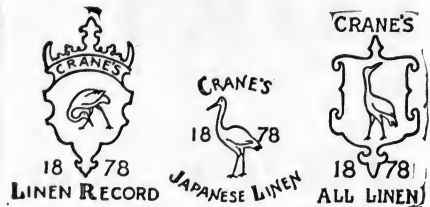
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